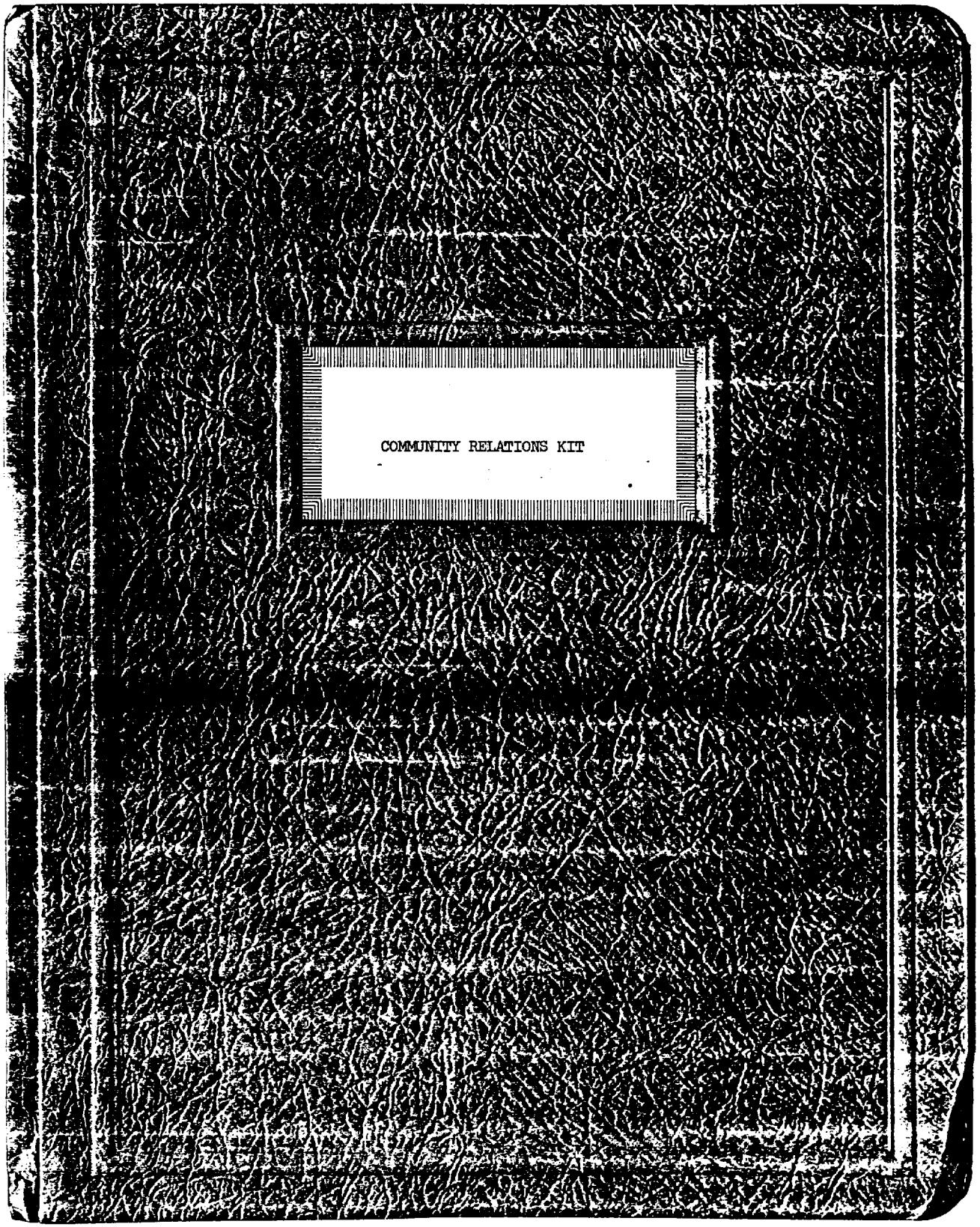

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Source: https://www.industrydocuments.ucsf.edu/docs/qmnx0000

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Introduction

This kit is designed to give you some facts about tobacco that may be helpful in dealing with situations that could arise in your community.

While there have always been some people who would like to put an end to the enjoyment of tobacco products, today the opponents of tobacco are using all methods of modern communication to reach more people than ever before.

Everyone in the tobacco economy has a stake in this. What hurts one part of the industry hurts all parts.

Activities that are damaging to the tobacco economy are being carried on in several ways:

1. ~~Unproved~~ charges about the effects of smoking on human health are being widely circulated and regularly repeated. Charges linking smoking with lung cancer are widely exploited, even though medical science does not know what causes any type of cancer and many suspects are being investigated.

2. Tobacco tax increases are regularly proposed at state, federal and local levels, even though tobacco products are already burdened with ~~an~~ excessive taxation.

3. Restrictive laws are proposed that would require tobacco products to carry ~~misleading~~ special labels, such as a skull and crossbones.

If such situations arise in your community, the information and materials in this kit may be useful.

Further information, suggestions and materials may be obtained from the chairman of your state's Community Relations Committee, or The Tobacco Institute, Inc. The Institute serves as a focal point for gathering and distributing information about tobacco. As new materials become available, they will be provided.

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In your community, a great deal can be done in making sure the facts about tobacco are known and available. For example:

- You can serve as an observer and report unfavorable activities to your state Community Relations chairman and to the Institute.
- You can help set straight the results of such activities, or reduce their effectiveness by anticipating them.

For some suggestions, please turn the page.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

Things to Do

This is a list of things that can be done in your local community to help offset unfavorable activities.

1. Know the Facts. This kit, and the literature available to you will give you the facts about tobacco and health, and tobacco's place in our economy. Once you know the facts, you can take on some of the other steps here.

2. Be Available. Let people in your area know that you are a source of information about the tobacco business and tobacco and health. (See Ready Aids section for some of the material available to you.)

3. Write a Letter. Newspapers welcome letters from their readers. You can help set straight some anti-tobacco publicity in this way. Also, letters to officials sometimes help counteract other types of unfavorable activity. (For some examples of letters, see the Ready Aids section.)

4. Make Personal Contacts. Editors, doctors, local and state officials are important people to know. They may welcome literature and information you can supply to help keep them informed. (See Ready Aids section for a list of the publications and materials available.)

5. Submit Names for Mailing Lists. Some of the important people in your community may be added to the mailing list for Institute publications. (See Ready Aids section for Publications and suggestions.)

6. Show the Filmstrip. A 15-minute, color filmstrip, "Tobacco -- The World's Most Popular Plant," is available through your state chairman of the Institute. Service clubs, business groups and other meetings might welcome it. (For further details, see Ready Aids section.)

6.7 Make a Speech. As a local businessman, you may be called upon to make a talk about the tobacco business. Service clubs, business groups, church groups often have program needs that you can help answer. (For suggested materials, see the Speech Materials section.)

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Things to Report

Knowing what is going on, who's doing it, and where it's being done is of great importance. You can be a big help in providing information about unfavorable activities to your state chairman and to the Institute. Newspapers, radio and television, personal contacts are the most likely sources of such information. Here are some of the kinds of things that can be reported:

1. Advance plans of unfavorable activity of any type. With advance knowledge, it may be possible to do something before it happens.

2. Speeches or other types of unfavorable programs before clubs, meetings, other gatherings, school and teachers meetings. This would include plans for showing the American Cancer Society's filmstrip, "To Smoke Or Not To Smoke."

3. Unfavorable newspaper stories, letters to the editor, radio and television programs. Send clippings or radio-TV scripts when possible.

4. Groups or individuals engaging in unfavorable activity. This might include doctors or others making speeches about tobacco, for example. Or a local chapter of an organization joining in unfavorable activities.

5. Appearance of outside speakers discussing tobacco.

Whenever possible, send your reports to the chairman of your State Community Relations Committee and to The Tobacco Institute, Inc. Include full details on who, what, when, where, and why -- if you know why.

In the next section,"Typical Problems," you'll find some examples of the kinds of activity that can be reported.

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Typical Problems

This section contains some examples of situations that may arise in your community. What can be done about them depends, of course, on the type of activity, the people involved.

The list of "Things to Do" in the first section of this kit may provide some ideas. Materials in the "Ready Aids" section may also be useful.

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Champaign, Illinois
April 27, 1961

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Every junior and senior high school in the county has been given filmstrips titled, "To Smoke or Not to Smoke," and a number of [illegible]

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By JOSEPHINE ROBERTSON

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Dr. Gebhard said the museum had waited a number of years before taking a firm stand regarding the controversy involving scientists of tobacco companies and other scientists.

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Commissioner Herman E Hilleboe said breast cancer remained the most common form of the disease in women.

Hilleboe also said the number of new cases of all forms of the disease in both men and women in the area last year had risen to 24,990, an increase of 160 over 1959.

At the same time, he said there were 14,570 deaths from cancer reported last year compared to 14,464 in 1959.

Lung cancer affected 1,940 men last year. This marked an increase in its incidence from 12.09 to 46.46 cases per 100,000 men since 1942.

Cancer of the skin had been the most common form of the disease occurring in men before 1960.

Hilleboe said research by the State Health Department and other research facilities "clearly indicates that lung cancer occurs much more frequently among persons who smoke cigarettes than among non-smokers. Air pollution and breathing in certain dusts and fumes are also factors in lung cancer."

There has been, however, some disagreement among medical researchers as to whether cigarette smoking contributed to the development of lung cancer.

Last year, Hilleboe said, 1,906 new cases of skin cancer and 1,234 cases of cancer of the prostrate were reported among men.

Breast cancer affected 2,792 women last year, while 1,250 cases of cancer of the large intestine, 1,170 cases of cancer of the cervix and 1,507 cases of skin cancer were reported among women.

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By PAUL SWENSON
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"One in 20,000" was the title of the American Temperance Union-produced second movie.

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Miami, Florida
October 26, 1960

From Cancer Society

Children Get Anti-Cigaret Message

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James made the statements in a report submitted Tuesday to the annual meeting of the American Cancer Society which runs through Friday.

He said the society's color-sound filmstrip "To Smoke Or Not To Smoke" has had a record response as an education tool on cancer.

"More than 10,000 copies of the filmstrip, together with related material, have been distributed in the last eight months," James said.

The filmstrip stresses that the best prevention against lung cancer is not smoking. A leaflet distributed with it states "most scientists agree that cigaret smoking is a major cause of lung cancer."

Also included in the "cigaret kit" is a chart entitled "More Cigarets, More Lung Cancer." It says: "What are your chances of getting lung cancer? It depends on how much and how long you have smoked. Half a pack of cigarets a day? Your risk goes up eight times. Two packs or more? Twenty times greater."

James said the Illinois, Pennsylvania, Missouri and California divisions of the cancer society had put about 3,000 of the anti-cigaret filmstrips in use.

As a result of first reaction to the program, James said, the society is considering the calling of a youth conference on smoking, featuring teenage leaders from all nations.

100515219B

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Paris, Illinois
November 15, 1960

Begin Drive To Show Teens Danger From Cigarettes

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"A crash program has become necessary," says Sheldon S. Steinberg, Ed. D., Director of Public Education for the Illinois Division of the American Cancer Society, "because of the alarming increase in deaths from lung cancer in recent years."

The Edgar and Clark County Chapters will distribute film strips, literature, exhibits in illustration of this problem at a workshop for Junior and Senior high school teachers of biology, general science and health.

The workshop will be a dinner meeting at Colonial Kitchen, Marshall at 6:30 p.m. Thursday.

Dr. David Illyes of Marshall will address the group with "The Public Health Aspects of Cancer Control". The Director of Public Education of the American Cancer Society, Dr. Sheldon S. Steinberg, will discuss "Smoking, Cancer, and the Adolescent."

Dr. Steinberg says, "I am convinced that when our teenagers look at the evidence their decision will help decrease the number of lung cancer cases in Illinois in the future."

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November 22, 1960

900 Waverly High Students See Film Showing Relation of Smoking, Cancer

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This filmstrip graphically presents significant information regarding the serious and rapidly increasing health problem of lung cancer and the evidence that shows cigarette smoking is a strong causative factor in the disease.

This 15 minute record describes: 1) The keen interest of high school students in the question of whether to smoke or not — as an individual decision; 2) the growing seriousness of lung cancer as a cause of death, and today's low cure rates by surgery; 3) research studies that show the relationship between smoking and lung cancer; 4) the injurious substances in cigarettes and how they affect normal functions of the lungs; and 5) the importance of early detection of lung cancer, the value of yearly checkups — and the best protection of all which is prevention through individual decision to stop smoking or not to take up smoking at all.

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These clips represent hundreds of other similar clips. They indicate the widespread use of the American Cancer Society's filmstrip, "To Smoke Or Not To Smoke," and accompanying publicity.

THE MIAMI HERALD
Miami, Florida
October 26, 1960

From Cancer Society

Children Get Anti-Cigaret Message

NEW YORK — (UPI) — A cigaret-smoking education campaign among school children was described Tuesday by the American Cancer Society as "a major cancer prevention program of public education."

The society's public relations director, Walter G. James, said the cigaret education program is being carried to high school students throughout the nation in cooperation with school officials.

James made the statements in a report submitted Tuesday to the annual meeting of the American Cancer Society which runs through Friday.

He said the society's color-sound filmstrip "To Smoke Or Not To Smoke" has had a record response as an education tool on cancer.

"More than 10,000 copies of the filmstrip, together with related material, have been distributed in the last eight months," James said.

The filmstrip stresses that the best prevention against lung cancer is not smoking. A leaflet distributed with it states "most scientists agree that cigaret smoking is a major cause of lung cancer."

Also included in the "cigaret kit" is a chart entitled "More Cigarets, More Lung Cancer." It says: "What are your chances of getting lung cancer? It depends on how much and how long you have smoked. Half a pack of cigarets a day? Your risk goes up eight times. Two packs or more? Twenty times greater."

James said the Illinois, Pennsylvania, Missouri and California divisions of the cancer society had put about 3,000 of the anti-cigaret filmstrips in use.

As a result of first reaction to the program, James said, the society is considering the calling of a youth conference on smoking, featuring teenage leaders from all nations.

100515219B

BEACON-NEWS
Paris, Illinois
November 15, 1960

Begin Drive To Show Teens Danger From Cigarettes

"To smoke or not to smoke" is the question being asked of teenagers by the American Cancer Society in a state-wide educational program supported by public contributions to the Society.

"A crash program has become necessary," says Sheldon S. Steinberg, Ed. D., Director of Public Education for the Illinois Division of the American Cancer Society, "because of the alarming increase in deaths from lung cancer in recent years."

The Edgar and Clark County Chapters will distribute film strips, literature, exhibits in illustration of this problem at a workshop for Junior and Senior high school teachers of biology, general science and health.

The workshop will be a dinner meeting at Colonial Kitchen, Marshall at 6:30 p.m. Thursday.

Dr. David Illyes of Marshall will address the group with "The Public Health Aspects of Cancer Control". The Director of Public Education of the American Cancer Society, Dr. Sheldon S. Steinberg, will discuss "Smoking, Cancer, and the Adolescent."

Dr. Steinberg says, "I am convinced that when our teenagers look at the evidence their decision will help decrease the number of lung cancer cases in Illinois in the future."

100515219BA

TIMES
Sayre, Pennsylvania
November 22, 1960

900 Waverly High Students See Film Showing Relation of Smoking, Cancer

During the past ten days, under the auspices of the American Cancer Society, a filmstrip has been shown 26 times to a total of 900 Waverly Senior and Junior High students on "To Smoke or Not to Smoke."

This filmstrip graphically presents significant information regarding the serious and rapidly increasing health problem of lung cancer and the evidence that shows cigarette smoking is a strong causative factor in the disease.

This 15 minute record describes: 1) The keen interest of high school students in the question of whether to smoke or not — as an individual decision; 2) the growing seriousness of lung cancer as a cause of death, and today's low cure rates by surgery; 3) research studies that show the relationship between smoking and lung cancer; 4) the injurious substances in cigarettes and how they affect normal functions of the lungs; and 5) the importance of early detection of lung cancer, the value of yearly checkups — and the best protection of all which is prevention through individual decision to stop smoking or not to take up smoking at all.

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The Cancer Society's efforts reach adults, too. Local and national ACS officials make countless talks of this kind, and usually get publicity as a result.

LONG ISLAND PRESS
Jamaica, New York
December 2, 1960

And Nobody There Wanted a Cigarette

Members of the Suffolk Community Council were enjoying after-luncheon smokes yesterday when Alex Smeddon started talking.

Smeddon, director of the Suffolk Cancer Society, hadn't been speaking for more than a few minutes when all cigarettes were out. And there wasn't another cigarette lighted during the rest of the meeting which was held in a Centerport restaurant.

"More than a million of today's school children will die of lung cancer before they're 70 if the present trend continues," Smeddon told the group.

"Lung cancer strikes 10 times as many smokers as non-smokers," he said.

"Smokers are not being affected by the education," he said. "They are smoking more and more. Researchers are aiming at what motivates the heavy smoker."

"They are trying to educate the children before they develop the smoking habit," he said.

About 75 members of the council attended the luncheon, which was sponsored by the Suffolk Cancer Society.

ORANGE LEADER
Orange, Texas
May 27, 1960

Kiwanians Hear Talk On Cancer

Orange Kiwanians yesterday heard L. J. (Buddy) Says, a representative of the Orange County Chapter of the American Cancer Society, discuss causes and detection of cancer.

Says pointed out that lung cancer is the leading cause of cancer fatalities and that cigarette smoking is a definite cause. He explained that death rates are much higher for those who smoke than in non-smokers.

He illustrated with a film, that each person should have at least two X-rays taken per year to determine if he has cancer cells in his lungs.

Says was introduced to the members by Alan Cary, program director.

Guests were Rep. Louis Dugas, and Barney Carswell, member of the Downtown Kiwanis Club of Beaumont.

John Woodside, president, announced that a board of directors meeting will be held Tuesday at 7 p.m. in the Orange Community Center.

UNION-SUN AND JOURNAL
Lockport, New York
October 22, 1960

Club Hears Talk Bearing On Lung Cancer

"If present smoking trends among teenagers continue, one million of today's school children will die of lung cancer before they reach 70 years of age."

Mrs. Evelyn Morotchie, a representative from the Lockport branch of the American Cancer Society, gave this opinion to the Social Workers' Club at a meeting held Wednesday at Sisley's Restaurant.

Showing a film entitled "To Smoke or Not to Smoke," she said this was a personal and individual decision for each to make.

The film summarized recently published data on smoking, as part of the Cancer Society's policy of providing the public with information on this and other aspects of cancer problems.

NEW YORK TIMES
New York, New York
October 30, 1960

CAUTIONS ON SMOKING

Cancer Expert Urges Drive to Educate Teen-Agers

ATLANTIC CITY, Oct. 29 (AP)—A cancer authority said today that the best way to reduce death from lung cancer was to prevent teen-agers from starting to smoke.

Dr. Daniel Horn, director of program evaluation for the department of medical affairs of the American Cancer Society, addressed New Jersey high school science and health teachers at the fourth annual Teachers Institute on Cancer Education.

"An attack on teen-age smoking is the only way to reduce death from lung cancer," Dr. Horn said.

The director said that 100 persons died each day of lung cancer in the United States. He warned that the total was expected to double in ten years.

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Doctors are being urged to take part in anti-smoking campaigns, and to show the ACS filmstrip.

MT. VERNON REGISTER-NEWS
Mt. Vernon, Illinois
March 21, 1961

DR. ZELMAN SPEAKS

Tells Mt. V. Students Of Cancer Risk In Smoking

Dr. Morris Zelman, Mt. Vernon physician, spoke to health class students at Mt. Vernon high school yesterday as part of a nationwide effort to inform young Americans on the cancer risk is smoking cigarettes. An American Cancer Society film titled "To Smoke or Not to Smoke" was presented.

Pointing out that the American Cancer program is not an "anti-smoking campaign," Dr. Zelman said that focus has been on bringing the facts about cigarettes and cancer to the attention of youngsters to help them make an informed decision. "We want to reach them before their smoking habits are formed," he said.

This year 37,000 people will die of lung cancer, he said. If present trends continue, one million children now living will eventually die of the disease. While the death rates for most other cancers have stabilized, lung cancer is on the increase. It is established by the American Cancer Society that 75 per cent of all lung cancer deaths could be prevented if people stopped smoking cigarettes.

In the year since the American Cancer Society launched its nationwide "Teen-Age Program on Cigarette Smoking and Lung Cancer" more than 8,000 filmstrips have been distributed by ACS to schools throughout the country.

Although this program is in its early phase, some important support has already been achieved. The American Public Health Association has called for a broad educational effort urging health officers and medical societies to collaborate with the ACS and with education leaders. Some states have made education on smoking a regular part of their classroom program.

Dr. Zelman also suggested that this program should be presented before adult groups, since a major factor in a youngster's smoking is the attitude of adults in his family.

BINGHAMTON SUN-BULLETIN
Binghamton, New York
November 5, 1960

Medical society to study effect of smoking talks

The Broome County Medical Society plans a long-range survey to determine the effects of their recent series of talks on the question of smoking as a cause of cancer. Some 13,000 students have heard the talks.

Dr. Mark H. Williams, chairman of the society's educational project, said his committee and the Broome County unit of the American Cancer Society would draft and distribute a questionnaire among the county's school students over a four-year period. The questionnaire would be answered by both junior and senior high school students.

Since only junior high school students attended the talks, the data on smoking habits of those now in senior high plus information about the junior high students who have heard the talks, would be used in the organization's attempt to determine whether the program has any lasting effect.

Last month, a team of physicians visited each of the county's 24 public and parochial junior high schools to present what Dr. Williams called "the latest scientific and statistical facts linking cigarette smoking with cancer of the lung." Slides were provided by the Cancer Society, to illustrate the lectures, and a pamphlet was distributed.

Members of the team said they were impressed by the students' response, particularly during informal question and answer periods.

Mrs. Roberta Jeanneret, executive director of the local Cancer Society unit, called the project "one of the most worthwhile educational programs ever conducted in Broome County by the Cancer Society group." Both Dr. Williams and Mrs. Jeanneret praised the county's school administrators, superintendents and principals for their cooperation in the program.

Medical Society members who participated in the talks included Drs. Stewart M. Aronowitz, Calton F. Bassow, James J. Burnett, Paul M. DeLuca, Edward I. D'Orsogna, Leonard J. Flanagan, Donald H. Gent, Michael J. Magore, William G. McKechnie, Daniel P. McMahon and Bernhardt I. Wulff in addition to Dr. Williams.

1005152200

1005152200 A

Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

The ACS is increasing its efforts to get other groups to join in activities that are unfavorable to tobacco. These clips show a few of the results.

NATIONAL HEALTH
FEDERATION BULLETIN
San Francisco, California
June 1961

"Mass of Evidence" Links Smoking, Health

Three Pennsylvania agencies associated with national health organizations today issued a joint statement asserting "a mass of statistical evidence" indicates a link between smoking and health.

The agencies — the Pennsylvania Division of the American Cancer Society, the Pennsylvania Tuberculosis and Health Society and the Pennsylvania Heart Assn.—made a plea for a "concentrated education program initially aimed at teen-agers so that they may be informed about the effects of smoking before their habit patterns are established."

The statement cited a government report saying the death rate for smokers of all forms of tobacco was 32 per cent higher, and the death rate for smokers of cigarets 58 per cent higher, than that of non-smokers.

Statement was issued at the Health and Welfare Building at a press forum.

Dr. Roland A. Loeb, of Lancaster, president of the Pennsylvania Division, American Cancer Society, and Dr. H. Roebling Knoch, of York, president of the Pennsylvania Heart Assn., joined Arthur Henninger, of Pine Grove, president of the state Tuberculosis and Health society, in issuing the statement.—The Evening News, Harrisburg., Pa., Friday, Mar. 17, 1961.

CALL
Allentown, Pennsylvania
December 1, 1960

Cancer Fight Is Aimed At Smokers

A series of films aimed at discouraging smoking will be shown in Lehigh County high schools under the joint sponsorship of the Lehigh County Cancer and Tuberculosis Societies.

The programs will include the films, "To Smoke or Not to Smoke" and "The Cancer Challenge to Youth." Pamphlets on "Shall I Smoke" will also be distributed.

The cancer society also reported it is conducting an educational program among employes in business and industry.

Letters were sent to 150 firms, along with pamphlets to be given to employes.

The project encourages people to visit their doctors if certain symptons appear which might indicate cancer. It also urges periodic health examinations.

TIMES-UNION
Albany, New York
February 3, 1961

Schools Must Teach Perils of Smoking, Education Chief Holds

By JOHN MAGUIRE
Times-Union Staff Writer

The State Education Commissioner said last night that schools have definite responsibility to teach pupils the ill effects of cigarette smoking.

Speaking at the Sheraton-Ten Eyck Hotel, Dr. James E. Allen, Jr., told about 100 health and education workers from throughout the state that young people must be kept informed "of current research findings relative to the use of tobacco in relation to cancer and other possible ill effects."

Giving youngsters better insight into the results of a decision to smoke or not to smoke is better, educationally, than lecturing, preaching or crusading to influence behavior, he said.

Allen addressed a dinner of a two-day conference on "Smoking and the Health of Youth." It was sponsored by the Empire State Health Council in cooperation with the State Education Department, the State Health Department, the State Division of the American Cancer Society and the State Charities Aid Association. The conference ends today.

STRAIGHT STUFF

High schol students can be persuaded not to start smoking if proper approaches are made, Daniel Horn, director of program evaluation of the American Cancer Society, said in an afternoon session at Chancellors Hall.

Horn said studies [illegible]

MASSILLON INDEPENDENT
Massillon, Ohio
May 13, 1961

Program To Tell Danger Of Smoking

A program on cigaret smoking and its relationship to lung cancer and other conditions will be presented during chapel periods Tuesday morning at Washington high school. The program will be staged by the Stark County Tuberculosis and Health association.

This is part of a county-wide project to bring the harmful effects of smoking to the attention of adults and young people. School officials and members of the Stark County unit of the American Cancer society are cooperating in the project.

* * *

RICHARD F. McCARTY, public information director for the TB association, will review the findings of recent research studies that reveal the highest incidence of lung cancer is found among men who are heavy smokers. Furthermore, a film strip, "To Smoke or Not To Smoke," produced by the American Cancer society, will be shown.

An exhibit illustrating the relationship between smoking and lung cancer will be on display in the high school lobby, alerting students to the risk the smoking habit poses to their health.

A TB association official [illegible]

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Massillon, Ohio
May 13, 1961

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This is part of a county-wide project to bring the harmful effects of smoking to the attention of adults and young people. School officials and members of the Stark County unit of the American Cancer society are cooperating in the project.

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An exhibit illustrating the relationship between smoking and lung cancer will be on display in the high school lobby, alerting students to the risk the smoking habit poses to their health.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfmx0000

The ACS is increasing its efforts to get other groups to join in activities that are unfavorable to tobacco. These clips show a few of the results.

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FEDERATION BULLETIN
San Francisco, California
June 1961

"Mass of Evidence" Links Smoking, Health

Three Pennsylvania agencies associated with national health organizations today issued a joint statement asserting "a mass of statistical evidence" indicates a link between smoking and health.

The agencies — the Pennsylvania Division of the American Cancer Society, the Pennsylvania Tuberculosis and Health Society and the Pennsylvania Heart Assn.—made a plea for a "concentrated education program initially aimed at teen-agers so that they may be informed about the effects of smoking before their habit patterns are established."

The statement cited a government report saying the death rate for smokers of all forms of tobacco was 32 per cent higher, and the death rate for smokers of cigarets 58 per cent higher, than that of non-smokers.

Statement was issued at the Health and Welfare Building at a press forum.

Dr. Roland A. Loeb, of Lancaster, president of the Pennsylvania Division, American Cancer Society, and Dr. H. Roebling Knoch, of York, president of the Pennsylvania Heart Assn., joined Arthur Henninger, of Pine Grove, president of the state Tuberculosis and Health society, in issuing the statement.—The Evening News, Harrisburg., Pa., Friday, Mar. 17, 1961.

CALL
Allentown, Pennsylvania
December 1, 1960

Cancer Fight Is Aimed At Smokers

A series of films aimed at discouraging smoking will be shown in Lehigh County high schools under the joint sponsorship of the Lehigh County Cancer and Tuberculosis Societies.

The programs will include the films, "To Smoke or Not to Smoke" and "The Cancer Challenge to Youth." Pamphlets on "Shall I Smoke" will also be distributed.

The cancer society also reported it is conducting an educational program among employes in business and industry.

Letters were sent to 150 firms, along with pamphlets to be given to employes.

The project encourages people to visit their doctors if certain symptons appear which might indicate cancer. It also urges periodic health examinations.

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Albany, New York
February 3, 1961

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Some situations are unusual.

DESERET NEWS
Salt Lake City, Utah
July 5, 1961

Smokers Under 21 Face Ticket July 6

1005152202

Aim Of Plan: To Educate S.L. Youths

Any person under 21 years of age caught smoking tobacco in Salt Lake City or County will be ticketed by police officers, beginning July 6.

An orientation school for peace officers in the city and county will be held July 6 at the Murray B. Allen Center for the Blind, 309 E. 1st South. The officers will be instructed in sessions at 8 a.m. and 7 p.m. on the new program which involves juveniles caught smoking.

Persons ticketed by police will have an opportunity to attend a school which shows the bad effects of smoking.

Face $15 Fine

If they do not want to attend the school, they can be fined $15. If they are ticketed on a second offense, the fine will be $25.

Juvenile Court Judge Regnal W. Garff Jr. said the program and the tobacco education school is being instituted primarily as an educational program.

"The main reason for this move is that the court is concerned with attitudes of children," he said. "Tobacco possession and use by juveniles is one aspect of the law which has not been enforced. Without enforcement children develop the attitude that laws do not have to be enforced or obeyed."

Can Influence Youths

Judge Garff said the step was being taken "to close one more gap which contributes to delinquency."

"We think this program will influence the behavior of youths in other areas of conduct," he said.

Judge Garff said that the program will work this way for youngsters under 18 years of age:

When an officer sees a youngster smoking, he will give him a special ticket. The officer will send a duplicate to the juvenile court and retain a third copy for police files.

When the court receives the ticket, it will send a letter to the youngster's parents telling them that he has been cited for smoking.

5 Days To Appear

The youngster then has five days with which to come to court. If the youngster fails to report within five days, a second letter will be sent to parents telling them that if they do not appear with the youngster they will receive a summons.

When the youngster goes to court, he will be given an opportunity to either attend the school or pay a fine. The first school will be held July 20 at the City Police Court Soom, 73 S. 2nd East. It will be under the direction of Police Sgt. Dean O. Anderson.

Persons 18 years of age and older will go to either city court of a county justice of the peace where a similar program will be put into effect.

Under the law, smoking by any person under 21 years of age, male or female, is a misdemeanor and punishable by a fine up to $299 or six months in jail or both.

CHICAGO TRIBUNE
Chicago, Illinois
August 6, 1961

Police Plan to Restrict Smoking by Teen-Agers

BY JEROME MALLEK

The Clarendon Hills police chief recently said his force will begin enforcing the state statute hanning cigaret smoking by persons under 18 altho smokers under 7 can continue puffing away.

Jack Hrunek, police chief, said the statute includes persons between 7 and 18 years old but makes no provision for tobacco lovers of kindergarten age.

Hrunek said the village will fine violators $10 each time they are apprehended. Penalties for supplying youths with cigarets range from $50 for the first offense to $100 and a 30 day sentence for the second offense.

The village is one of several west side communities enforcing the statute, said Hrunek. Others include Western Springs, La Grange, and Westmont. Hrunek said he patterned his program after the one now in force in Western Springs.

"Smoking by teen-agers usually indicates a 'fire' brewing juvenile delinquency," the chief said. "The kids, usually between 12 and 16 years old, like to think they are pulling a fast one by smoking in public. They begin seeking a bigger challenge in stealing and acts of vandalism."

Hrunek said warnings would be posted on vending machines and in stores selling cigarets.

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1005152202A

Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

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1005152203

SANTA ROSA PRESS-DEMOCRAT
Santa Rosa, California
July 13, 1961

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"The only difference is, when you put a bullet in your head it is cheap, quick and comparatively painless," Dr. Alton Ochsner, head of the Ochsner Clinic of New Orleans, said in a civic club speech.

Ochsner said lung cancer was rare 30 years ago and argued that all evidence points toward smoking as a contributing factor in lung cancer.

"If there were one-tenth the evidence that Brooklyn Bridge was unsafe," he said, "it would be closed immediately until a complete check could be made."

1005152203A

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York, Pennsylvania
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Unanswered Challenge Strengthens Expert's Cancer-Smoking Conclusions

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The scientist, Dr. Oscar Auerbach, did large-scale study of lung cancer in relation to cigarets, and his conclusions attracted national attention last December when he reported them to a gathering of the American Medical assiciation.

He appeared here as a speaker at the Northwestern Tuberculosis conference. His comments were reported by the Baltimore Sun.

"I have never seen a case of the two most common types of lung cancer—oat-cell and sequamous-cell caricnoma—in a man who has not smoked," Dr. Auerbach declared.

"During the last four years I have expressed my views at many medical meetings, and I have been challenged frequently by doctors who told me they had cases, or knew of cases, of lung cancer among patients who did not smoke.

"All that I required to certify this claim was a slide of the tissue involved," Dr. Auerbach added. "But even though I have never failed to follow up such a claim, nobody has shown me a case.

"Extended Challenge"

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1005152203B

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New York, New York
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N.Y. Doctor Links Cancer, Smoking

United Press International.

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"In the United States alone, 30,000 persons will die this year as a result of lung cancer caused by smoking," Dr. Wynder, who is a member of the staff of New York's Memorial Center for Cancer and Allied Diseases, told the Melbourne Cancer Congress. He said clinical records show the lung-cancer death rate among persons smoking 40 or more cigarettes a day to be 217 per 100,000 compared to only 44 among non-smokers.

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"Some money will have to be spent, using mass media in the broadest sense," he said.

"Is it reasonable to expect any great reduction in cigarette smoking, so long as the amount of money spent to advertise and urge cigarette use is almost as great as the total amount spent for all cancer research in this country?" he asked.

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Members of the junior varsity basketball squad joined the group to see the American Cancer Society film, "To Smoke or Not to Smoke."

The next meeting of the study group will be January 24.

1005152203D

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"If there were one-tenth the evidence that Brooklyn Bridge was unsafe," he said, "it would be closed immediately until a complete check could be made."

1005152203A

YORK GAZETTE AND DAILY
York, Pennsylvania
November 9, 1960

Unanswered Challenge Strengthens Expert's Cancer-Smoking Conclusions

Baltimore — A medical scientist says that in four years no doctor has met the challenge to show him a single case of lung cancer in which the patient was not a cigaret smoker.

The scientist, Dr. Oscar Auerbach, did large-scale study of lung cancer in relation to cigarets, and his conclusions attracted national attention last December when he reported them to a gathering of the American Medical assiciation.

He appeared here as a speaker at the Northwestern Tuberculosis conference. His comments were reported by the Baltimore Sun.

"I have never seen a case of the two most common types of lung cancer—oat-cell and sequamous-cell caricnoma—in a man who has not smoked," Dr. Auerbach declared.

"During the last four years I have expressed my views at many medical meetings, and I have been challenged frequently by doctors who told me they had cases, or knew of cases, of lung cancer among patients who did not smoke.

"All that I required to certify this claim was a slide of the tissue involved," Dr. Auerbach added. "But even though I have never failed to follow up such a claim, nobody has shown me a case.

"Extended Challenge"

[illegible] I heard [illegible]

1005152203B

NEW YORK WORLD TELEGRAM & SUN
New York, New York
August 23. 1960

N.Y. Doctor Links Cancer, Smoking

United Press International.

MELBOURNE, Aug. 23.—Dr E. L. Wynder, of New York City, said today lung cancer could be reduced 80 percent if everyone stopped smoking.

"In the United States alone, 30,000 persons will die this year as a result of lung cancer caused by smoking," Dr. Wynder, who is a member of the staff of New York's Memorial Center for Cancer and Allied Diseases, told the Melbourne Cancer Congress. He said clinical records show the lung-cancer death rate among persons smoking 40 or more cigarettes a day to be 217 per 100,000 compared to only 44 among non-smokers.

1005152203C

NEW YORK TIMES
New York, New York
February 7, 1961

Ads to Cut Smoking Urged on Cancer Unit

COLUMBUS, Ohio, Feb. 6 (UPI)—A prominent medical professor advocated today that the American Cancer Society conduct a campaign to counteract cigarette advertising.

He indicated he had in mind an advertising campaign by the society to warn "about the cancer hazards of cigarette smoking."

Dr. Morton L. Levin, Professor of Cancer Epidemiology at the Roswell Park Memorial Institute, Buffalo, advanced the suggestion before 700 volunteer leaders of the 1960 cancer crusade meeting here.

"Some money will have to be spent, using mass media in the broadest sense," he said.

"Is it reasonable to expect any great reduction in cigarette smoking, so long as the amount of money spent to advertise and urge cigarette use is almost as great as the total amount spent for all cancer research in this country?" he asked.

PRESS
Bloomsburg,
Pennsylvania
November 30, 1960

Dr. Peoples Speaks On Abstinence Before Parent Study Group

Dr. Samuel S. Peoples spoke on "The Triple Threat — Alcohol, Narcotics and Tobacco," at the meeting of the Bloomsburg Junior-Senior PTA Study Group last evening at the high school.

In his remarks, the speaker emphasized total abstinence, stating "if you don't start these habits, you won't have the problem of stopping them."

Members of the junior varsity basketball squad joined the group to see the American Cancer Society film, "To Smoke or Not to Smoke."

The next meeting of the study group will be January 24.

1005152203D

Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Unfavorable talks are made regularly by some individuals, while local doctors sometimes make such talks.

1005152203

SANTA ROSA PRESS-DEMOCRAT
Santa Rosa, California
July 13, 1961

Cigaret Smoking Form of Suicide

HUNTSVILLE, Ala. (UPI)—Cigaret smoking is a "form of suicide," a well-known doctor said last night.

"The only difference is, when you put a bullet in your head it is cheap, quick and comparatively painless," Dr. Alton Ochsner, head of the Ochsner Clinic of New Orleans, said in a civic club speech.

Ochsner said lung cancer was rare 30 years ago and argued that all evidence points toward smoking as a contributing factor in lung cancer.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

1005152204

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NEW YORK WORLD
TELEGRAM & SUN
New York, New York
January 9, 1959

Tobacco Men Lash Tax Proposal; Bill Gets No Support at Hearing

By DAVID COOPER.

Folks connected with tobacco—enough of 'em to overflow the Highway Building auditorium—yesterday smoked over and verbally chewed up a proposed bill taxing tobacco products.

So strongly did they put their case that at the end of a Joint Finance Committee public hearing on the bill, one of its introducers, Rep. John McLaughlin of Iredell commented:

"My name's on that bill, but that doesn't mean I have to vote for it."

McLaughlin said he had signed the bill, which was estimated to bring in an extra $14,000,000 in tax revenue, at the request of its other introducer, Rep. J. Thurston Ariedge of Polk.

He told those present opposing the bill that he might be wrong in his views and, "I'm more convinced I am wrong after hearing these distinguished gentlemen today."

But McLaughlin did say he considers tobacco a luxury item and that if the State has to find additional revenue, "I'd rather tax a luxury item than food."

The big committee heard from six representatives, several of them former legislators, of tobacco farmers who oppose the measure.

Carl T. Hicks, president of the Tobacco Growers' Information Committee called the bill "unjust." "It discriminates against a single farm commodity with an additional tax," he said.

Hicks said that tobacco taxes in other states have "changed smoking and sales patterns." Tobacco farmers are still trying to recover from the cancer scare of several years ago, he asserted.

Travelers through the State contribute a lot in tobacco revenue, Hicks said, revenue which would be driven into Virginia "where there is no State cigarette or tobacco tax" if the bill passes.

"Travelers quickly learn of areas where nuisance taxes are levied," he remarked.

Three-Cent Tax.

The bill would levy a three-cent tax on each pack of cigarettes and half a cent on cigars weighing less than three pounds.

RALEIGH NEWS & OBSERVER
Raleigh, North Carolina
April 15, 1959

1005152204A

Skull Urged As Label on Cigarets

Associated Press.

PIERRE, S. Dak., Jan. 9.—Cigaret packages would be labeled with skull and cross bones under a bill introduced in the South Dakota Legislature yesterday. The grim measure was introduced, in apparent seriousness, by Sen. Don Stransky (D), Chamberlain, S. Dak. hotel man and a smoker.

Sen. Stransky's bill would change the South Dakota cigaret tax-stamp law to read: "The stamp or imprint required herein must be in the form of a skull and crossbones and shall include the words 'the use of this product is not recommended by the state of South Dakota. The use thereof may cause death from cancer or heart disease.'"

Spokesmen for the tobacco industry could not be reached immediately for comment. However, the Tobacco Industry Research Committee maintains that scientists have never linked with lung cancer or heart disease.

DURHAM HERALD
Durham, North Carolina
March 1, 1959

Proposed By Five States

Cancer Labeling Worries Leafmen

WINSTON-SALEM (AP) — Tobacco growers are becoming alarmed about a growing movement among state legislatures to label tobacco products as cancer-producing agents.

At least five states have introduced such proposals.

South Dakota legislators were the first to consider requiring a skull and crossbones on cigarette packages and a warning that smoking may induce lung cancer.

State, agricultural and some industrial leaders in the South fired messages of complaint to the South Dakota legislators, and some hints of reprisal against South Dakota products. After passing the Senate, the measure was killed in the House.

Utah quickly followed with a similar measure and others have been proposed in the legislatures of Massachusetts, New York and Missouri.

In addition, the Ohio legislature received a House resolution which asks the state public health director to investigate reports relating to deaths from cancer among cigarette smokers; and the North Dakota legislature received a bill which would bar radio and television advertising of cigarettes, tobacco and alcoholic beverages in connection with any sports program in the state.

The intent of the legislative proposals, as compiled by the Tobacco Growers Information Committee here:

Massachusetts—Would require labeling of cigarettes to show tar and nicotine content and this inscription: "May induce cancer of the lungs."

New York—Would require a cancer warning label and an inscription saying that cancer "occurs more frequently among excessive smokers than among more moderate smokers or among non-smokers."

Missouri — Would require that cigarettes and cigars carry this label: "Constant and excessive smoking may cause lung cancer."

Utah—Would require a skull and cross bones label on tobacco products and this inscription: "Contents of this package contain poisonous ingredients."

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmv0000

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1005152204B

Source: https://www.industrydocuments.ucsf.edu/docs/qnmv0000

1005152205

Source: https://www.industrydocuments.ucsf.edu/docs/qnhb0000

Ready Aids

The materials in this section may be helpful in various types of situations. Included are:

1. Sample letters for use in writing newspaper editors, officials.
2. A list of publications and other materials that are available on request, along with some suggestions for using them.
3. Some suggestions on use of the filmstrip, "Tobacco -- The World's Most Popular Plant."

1005152206

Source: https://www.industrydocuments.ucsf.edu/docs/qpmx0000

The letter below was sent to all members of the school board in one community by a Community Relations Committee member.

April 18, 1961

Dear Mr. _____:

I discovered, while working as a Team Captain, that the American Cancer Society has received permission to show a filmstrip, "To Smoke Or Not To Smoke," in all public schools of our system. Our Association is quite naturally concerned, since this film presents only the views of those convinced that there is a real link between smoking and lung cancer. The filmstrip does not point out clearly that this question is not considered solved by scientists, and is still being studied by researchers.

For example, the Journal of the American Medical Association recently said in an editorial, "neither the proponents or opponents of the smoking theory have sufficient evidence to warrant the assumption of an all or none authoritative position."

Also, Dr. Perrin H. Long, editor of Medical Times, has commented on "the tendency on the part of those who believe smoking, especially the use of cigarettes, is a direct factor in the cuasation of cancer of the lung, gloss over or play down facts which don't agree with their opinion."

Dr. William F. Rienhoff, Jr., associate professor of surgery at Johns Hopkins, is probably as well qualified as anyone in the world to speak on lung cancer. Twenty-five years ago he performed the first successful operation for removal of a lung. Since then he has performed almost 800 lung cancer operations. Dr. Rienhoff reviewed more than 500 of these cases and has written that "I have found no relation whatsoever to smoking."

Many other authorities have published similar positions. Schools should carefully consider whether to allow outside groups to present as "education," a one-sided point of view. We feel they should present all facts, including those of medical authorities who do not support the position advanced in this film.

Approximately 39,000 Georgia farm families grow tobacco. The value of this crop in 1959 exceeded $66,482,000. Retailers and wholesalers had a share in this picture, represented by sales in excess of $77,000,000. Tobacco plays an important part in the economy of our state.

We sincerely request that you instruct the superintendent of public education to withdraw permission granted the American Cancer Society until such time as a film, or other documents, can be obtained which will present both sides of this highly controversial medical question.

1005152207

Source: https://www.industrydocuments.ucsf.edu/docs/pmmk0000

This letter, similar to the one on the preceding page, is for newspapers.

To The Editor:

Readers of your news item of March ____ about the showing of a film strip "To Smoke or Not to Smoke," should be aware that this film presents only the views of those who think there is a proved link between smoking and lung cancer. However, the film strip does not point out clearly that this question is not considered solved by scientists and is still being studied by researchers.

For example, the Journal of the American Medical Association said in an editorial: "Neither the proponents nor the opponents of the smoking theory have sufficient evidence to warrant the assumption of an all-or-none authoritative position."

Also, Dr. Perrin H. Long, editor of Medical Times, has commented on "The tendency on the part of those who believe smoking, especially the use of cigarettes, is a direct factor in the causation of cancer of the lung, to gloss over or play down facts which don't agree with their opinions."

A Pittsburgh scientist, Dr. Joseph A. Perrone, recently completed a study of 1,000 cases of lung cancer. His conclusion was that "The cigarette theory just doesn't make sense." Dr. Perrone said, "If cigarette smoking causes cancer, we should be having more cancer of the tongue, larynx, back of the nose and the throat because they get the hottest impact of the tars and nicotine drawn in with the smoke," and this is not happening.

Many other authorities have published similar positions.

Should the schools be allowed to present a one-sided point of view as "education?" Shouldn't they present all the facts, including those of medical authorities who do not support the views advanced in this film strip?

-xxx-

1005152208

Source: https://www.industrydocuments.ucsf.edu/docs/qpmm0000

This letter was also written for a newspaper. It would be useful chiefly in those instances when a news story or editorial does not indicate that many scientists disagree with charges that smoking causes lung cancer, or does not say that smoking is just one of many things being investigated.

To The Editor:

A casual reader of your news item of (date) about cigarette smoking would get the impression that smoking has been proved to be a cause of lung cancer.

As you should be aware, this is not the case -- even though the charge is often repeated.

The charge is usually based on interpretation of statistical studies. While such studies can be quite valuable in pointing up areas to be studied, statistics cannot provide proof of the causes of disease.

Dr. Joseph Berkson, chief statistician of the Mayo Clinic, recently said: "I don't think we have found any connection between smoking and lung cancer. There are too many complicated inter-relationships bound up with everything."

Dr. Berkson also said the statistical studies on smoking and lung cancer reflect "basic inaccuracies and biases."

As of now, scientists do not know what causes lung cancer, or any other kind of cancer. Many things are being studied. The U.S. Public Health Service alone is supporting $5.6 million worth of research in 1961 to find out if viruses are a cause of human cancer.

Among the other areas being studied are air pollution, the constitutional and psychological differences among people, diet and previous lung infections. In other words, smoking is just one of many things being studied.

Newspaper readers should keep these facts in mind when reading the opinions of individuals.

-xxx-

1005152209

Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

This letter appeared in the "Letters to the Editor" column of the Memphis (Tenn.) COMMERCIAL APPEAL. It makes a point about the way unfavorable stories about tobacco are sometimes sensationalized. ~~It is not known if the writer had any connection with the tobacco business.~~

Tobacco Story Held 'Buried'

Explained 'No Link Found With Cancer'

To The Commercial Appeal:

The Commercial Appeal is one of the great newspapers.

One of the standards of a great newspaper is the obligation to print, unbiasedly, all news that in one way or another affects its reading public.

In most cases you fulfill that obligation without question; but I would like to call your attention to an Associated Press release dated July 12, headlined "Britons Can't Link Cigarets to Cancer," which you proceeded to bury on Page 26 last Monday.

This article, in its course, explained how, through exhaustive test over the last five years, Britain's Institute of Cancer Research has been unable to produce even one malignant tumor in mice, rats or hamsters with strong concentrations of cigaret smoke.

Other articles from no more impeachable sources, using statistical evidence rather than clinical research, saying cigarets, or rather the smoke from them, have some relation to cancer have consistently rated front page coverage.

A newspaper of your integrity should, in my opinion, treat articles of equally important coverage in an equally important manner; and the position of an article in a newspaper is of utmost importance.

LEON SHAHUN JR.
416 Monroe.

1005152210

Source: https://www.industrydocuments.ucsf.edu/docs/qdmx0000

Publications and Other Materials Available

On the following pages, you'll find a list of some materials available and some suggestions on their use. Generally, there are three types of materials:

1. Materials on tobacco and health suitable largely for laymen.
2. More technical materials on tobacco and health for selective distribution to doctors, scientists, editors, writers and others with a special interest in the subject.
3. Materials about the tobacco industry -- its economic importance, history and impact on our social customs.

Most materials are available in quantity, if needed. Materials may be obtained from The Tobacco Institute, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Tobacco and Health -- Materials Available for Laymen

1. Publications

Tobacco and the Health of a Nation

Pocket-size leaflet giving a quick summary of facts about health charges against tobacco, and the overall improvement in the nation's health since 1900.

Possible Use: For those who want the facts in a hurry. Good item for friends, business associates, people who ask questions. Good giveaway at filmstrip showings, speeches, meetings, etc.

Science Looks at Smoking

Paperback book covering broad range of scientific research and opinion. 127 pages. Written by Eric Northrup, medical and science writer. Foreward by Dr. Harry S. N. Greene of Yale University Medical School.

Possible Use: For laymen who want to do some reading. Good mailing piece to follow individual contacts.

2. Other Materials

The reprints below may be useful in certain situations.

"Mayo Clinic Doctor Denies Smoking Induces Cancer"

Reprint of Associated Press and United Press International news stories on a talk by Dr. Joseph Berkson of the Mayo Clinic. Dr. Berkson is quoted as saying, "I don't think we know anything about whether smoking causes lung cancer."

"Smokers' Note: Facts Inconclusive"

Reprint of article by an Associated Press science writer reporting on work of Tobacco Industry Research Committee.

Editorial, Journal of the American Medical Association

Reprint of editorial stating that "Neither the proponents nor the opponents of the smoking theory have sufficient evidence to warrant the assumption of an all-or-none authoritative position."

Editorial, Medical Times

Reprint of editorial criticizing critics of smoking who "gloss over, or play down facts which do not fit their chosen hypothesis."

1005152212

Source: https://www.industrydocuments.ucsf.edu/docs/qfmx0000

Tobacco and Health -- Technical Materials

These materials would interest primarily doctors, scientists and others with a real interest in the subject, such as editors, some officials. Except as noted, selective use is recommended.

Tobacco and Health

A regular publication that summarizes published results of scientific research relating to questions raised about tobacco and health.

Possible Use: For doctors, scientists and others with a special interest in the subject. Names of doctors, scientists may be sent to the Institute for addition to the mailing list. In some situations, this publication may be useful in contacts with laymen.

Annual Report of the Scientific Director, Tobacco Industry Research Committee

Booklet summarizing results of research supported by the T.I.R.C. Lists scientists receiving grants-in-aid, their projects and institutions.

Possible Use: For doctors, scientists, editors. Useful to follow up discussions with those who may have doubts about T.I.R.C.'s research program.

A Brief Review of the Smoking-Lung Cancer Theory

Reprint of a speech by Dr. Clarence Cook Little, scientific director of the T.I.R.C.

Possible Use: For doctors, scientists, editors, writers, interested laymen. Good summary of the subject.

An Experimentalist Looks at Statistics on Smoking

Reprint of review and analysis of the statistical studies that have been interpreted to show a link between smoking and assorted ailments. Presented before the American Statistical Association by Dr. Robert C. Hockett, associate scientific director of the T.I.R.C.

Possible Use: For doctors, scientists, editors, officials.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0000

Review of Statistical Studies by Dr. Joseph Berkson of the Mayo Clinic

Reprint of a paper delivered at a meeting of the International Statistical Institute. Raises important questions about statistical studies linking smoking with various ailments. Critical of those who, by studying statistical associations, claim to have discovered the causes of "diseases that have defied the best efforts of the greatest biologic investigators for generations."

Possible Use: For doctors, scientists, statisticians, editors, writers, officials, and others with real interest.

Consideration of the Relationship of Smoking to Lung Cancer

Reprint of a paper by Dr. R. H. Rigdon of the University of Texas. The author states his belief that no proof of the importance of smoking has been brought forth.

Possible Use: For doctors, scientists, editors, writers, others with a real interest.

Congressional Testimony by Scientists

Booklet containing full testimony of six noted scientists concerning research into questions of cigarette smoking and lung cancer. Presented to a Congressional subcommittee.

Possible Use: For doctors, scientists, editors, writers, officials and others with real interest.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Materials about the Tobacco Industry

Tobacco News

Quarterly publication of The Tobacco Institute, Inc. Carries feature and news stories about various phases of the tobacco industry.

Possible Use: For officials, community leaders, people interested in the tobacco business, suppliers of goods and services to tobacco industry. Names may be sent to the Institute for addition to mailing list. (Bulk orders may be requested.)

Tobacco, Source of Pleasure -- Source of Wealth

Pocket-size leaflet giving a quick summary of tobacco's colorful history and its important economic role. Touches briefly on tobacco and health.

Possible Use: For general distribution to friends, business associates, officials, etc. Good giveaway for filmstrip showings, speeches, meetings, etc. (Available in quantity.)

Tobacco -- A Vital U.S. Industry

16-page, four-color brochure highlighting the social and economic importance of tobacco, and how tobacco is grown and manufactured.

Possible Use: Selective distribution to business associates, officials, others with an interest in tobacco.

Series of State Booklets on Tobacco's History

Illustrated booklets running 12 to ~~30~~ 40 pages, giving the role of tobacco in the growth and development of individual states. Gives facts and figures on tobacco employment, sales, taxes, etc. Booklets available on Connecticut, Florida, Illinois, Kansas, Kentucky, Missouri, Pennsylvania, ~~and~~ Virginia, and Wisconsin

Possible Use: Of special interest to history and economics teachers and students in respective states, to Chambers of Commerce, county agricultural agents.

Filmstrip: Tobacco -- The World's Most Popular Plant

15-minute, color filmstrip with musical background covering history, economic importance of tobacco, and the health question.

Possible Use: Suitable for showing to most groups.
(See next page for further details about the filmstrip.)

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Source: https://www.industrydocuments.ucsf.edu/docs/qxmx0000

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Source: https://www.industrydocuments.ucsf.edu/docs/qmhx0000

Speech Materials

When the opportunity arises to make a talk, the materials about tobacco on the following pages may be useful. Included are:

~~1.~~ Introductory remarks that might be used prior to a showing of the filmstrip, "Tobacco--The World's Most Popular Plant."

1. ~~2.~~ Some comments about the tobacco and health question.

2. ~~3.~~ A talk suitable for a general audience.

3. ~~4.~~ A talk that was delivered to a ladies' group, but is suitable for most audiances.

Any of these materials might be used in working up a talk of your own. Local color may be added by using some of the state facts and figures found in the "Tobacco Facts" section in the back of this kit.

At some meetings, it may be possible to make various pieces of literature available. See the publications available in the "Ready Aids" section.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnfm0000

(These excerpts from a speech by George V. Allen, president of The Tobacco Institute, Inc., may be of use to you in making talks of your own, or in discussion with others.)

On the Tobacco-Health Situation

The tobacco industry's position regarding the health charges is grounded on two strong principles:

First, the tobacco industry itself is more interested than anyone else in finding out and making public the true facts about tobacco and health, especially lung cancer.

Second, the facts are not yet known. Consequently, campaigns to destroy America's oldest industry are not justified, and attention is being diverted from the intensive scientific program which lies ahead by those who claim that tobacco is the culprit.

In my conversations with the leaders of this industry, I have been struck by their determination to get the answers to questions raised about smoking and health. Seven years ago they accepted the responsibility of trying to determine the facts by the formation of the Tobacco Industry Research Committee.

Despite some early skepticism, the T.I.R.C. has developed a responsible and thoroughly objective program of independent research that has no parallel among other industries in this country. The T.I.R.C. has made available to science more than four and a half million dollars to study questions raised about tobacco and health. Some 350 grants have been made to independent scientists, for research at their own institutions, with no strings attached. These independent scientists report their own results to the public, without any review by T.I.R.C. Our purpose is to let the chips fall where they may. Our aim is to find the truth.

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Source: https://www.industrydocuments.ucsf.edu/docs/qtfmx000

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The T.I.R.C. also supports a special program of summer fellowships for medical students, which is designed to stimulate interest in pure basic research, even though this type of research may have little direct bearing on tobacco.

The result of the regular T.I.R.C. program has been a great increase in medical science's understanding of the nature of the problems of heart disease and cancer, especially lung cancer. It has opened new avenues of research that may lead to solving these health problems.

I am convinced that the answers will be found through medical research and not through campaigns either for or against the tobacco industry.

Indeed, the results of one significant new study make me wonder about the extreme claims we sometimes hear about smoking and lung cancer.

A group of scientists at the National Cancer Institute examined the record of reported lung cancer deaths over the past 30 years. They found that the annual rate of increase has been noticeably slowing down over this period.

Let me read you just part of what they said, because it is contrary to what you may sometimes hear:

"It is common practice to make dire predictions of the future position of lung cancer as a cause of death 'if present trends continue.' An important aspect of present trends in this country, which is generally ignored, is the declining rate of increase. If this feature of the trend continues, the disease will reach a peak among the white male population in the foreseeable future and then start to decline."

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

That brief excerpt from a complicated scientific paper is, I believe, most significant. We all know that the use of cigarettes in this country has increased considerably during this same period of time. And yet these scientists find that the rate of attack of lung cancer has been slowing down and is expected to level off and then decline.

This is heartening health news, and we can all hope that the trend seen by these scientists will continue.

The attacks on tobacco, by their nature, receive more sensational attention than serious scientific discussions that may not accept the claims against tobacco.

For instance, recently in Charleston, West Virginia, four nationally known specialists in lung diseases discussed the question of smoking and lung cancer, with none blaming the disease on tobacco.

The position was summed up by one of them, Dr. Charles E. Andrews of West Virginia University, who said: "Cancer's origins are a mystery and we can't say smoking or anything else is a definite cause of lung cancer."

Actually, the continuing research being conducted on this problem has, in recent years, produced findings that weaken rather than support, the claim that smoking is a major contributor to lung cancer.

These findings show up in scientific journals and sometimes in the general press. Their significance to our problem isn't always readily apparent. What is apparent is the widening range of factors that are being studied in the lung cancer problem.

To give some examples:

Viruses are getting increasing attention by scientists to find out what role they have in cancer, including lung cancer. Just recently,

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

a group of scientists in Los Angeles revealed an important finding on the subject of viruses. They produced what appears to be a human-type lung cancer in mice when they included an influenza virus in the special treatment of these mice. They weren't able to get this result unless the virus was used.

Previous lung damage -- such as comes from pneumonia or tuberculosis -- has been shown in a dozen or so recent scientific papers to be closely associated with the occurrence of lung cancer.

Environmental irritants are the subject of numerous studies. South African investigations, for example, have shown that where lung cancer patients were born and spent their early life is of significance.

Social and economic status also appears to affect cancer rates. This may be because of dietary or other influences that change with higher or lower economic status.

The full meaning of such findings we must leave to the medical scientists.

To me, the importance is simply this: If all scientists had been content, when the first so-called "statistical evidence" began to appear seven or eight years ago, to accept the theory that lung cancer stemmed from smoking, we would not have had a great deal of tremendously important research that hopefully will result in understanding and controlling this disease. Opinions and wishful thinking can never take the place of the search for solid facts.

I am reminded that for many years, tuberculosis was thought to be caused by the kind of air one breathed. Damp climates and marshy surroundings were accepted as the genesis of this dire ailment,

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Source: https://www.industrydocuments.ucsf.edu/docs/qhmx0000

and many doctors and scientists thought they needed to look no further. When anyone was attacked or threatened by the disease, they were rushed off to Arizona or Saranac.

When the true cause for tuberculosis was accepted, its spread was greatly reduced, and when drugs for its cure were discovered, both its incidence and mortality from the disease dropped dramatically. Incidentally, some medical scientists today believe that the great drop in the death rate from tuberculosis may be significantly linked to the recent rise in recorded deaths from lung cancer.

As regards smoking and cancer, the editor of the Journal of the American Medical Association wrote in an editorial on this subject: "Neither the proponents nor the opponents of the smoking theory have sufficient evidence to warrant the assumption of an all-or-none authoritative position."

Statements and findings such as I've given here do not silence the critics of tobacco, but they can give us reason to keep an open mind. When the full facts are known, the gloomy predictions about tobacco may go up in smoke.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpmm0000

(This suggested speech material may be used as is or adapted for your own talk -- long or short.)

Four Facts to Remember About Tobacco

To the average person, tobacco is just another article of common social use.

Tobacco is, however, much more than merely one of the most widely-adopted social customs ever known to mankind.

Tobacco is a great agricultural product. It's a way of life to many thousands of farm families.

Tobacco is a wide-spread industry -- from field to factory to country store.

It is an article of enormous retail value for many thousands of small businessmen.

Tobacco is all of those things as well as a source of solace, pleasure, relaxation and inspiration for about 70 million adult Americans, plus millions of others around the globe.

For 350 years, tobacco has played an important and sometimes vital role in our nation's economic and social development.

Tobacco got its start as a commercial enterprise in 1612. John Rolfe, later the husband of Pocahontas, brought in some hard-to-get Spanish tobacco seed and planted a crop in the Jamestown colony.

This act saved a colony that was about to collapse in despair and marked the beginning of this nation's trade and commerce. The sale of that first crop gave new hope to the weary and discouraged colonists. In the next 10 years Jamestown became a lively, growing and prosperous colony because of its tobacco trade.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Without tobacco, this first British foothold in the New World might have been abandoned -- changing the course of history!

Tobacco revived the British interest in America.

Forests were cleared in Virginia to make room for new tobacco fields.

A great merchant fleet was built by England to transport the leaf from America and bring back the goods bought with tobacco in Europe.

A loan made by France with tobacco as the security may well have turned the tide of the War of Independence for the American colonies.

Early in the introduction of tobacco into the European world, four outstanding facts became evident:

1. Tobacco was its own best promoter and salesman.
2. It would always have its opponents ~~-- the kill-joys of each generation.~~
3. It would provide a great deal of revenue to people and governments, directly and indirectly.
4. It knew no social or economic boundaries, appealing to all classes, occupations and races.

Let's see how tobacco has been its own best salesman:

From the beginning, wherever it was introduced, tobacco opened doors. Sailors on early ocean voyages spread the custom and the leaf throughout Europe. It found favor in the homes of workingmen and in the marble halls of royalty.

Some adopted it as a form of stylish snobbery. "Professors of Whiffing" taught the art of smoking to London's Beau Brummels, who developed elaborate rituals and used expensive equipment. There were ornate snuffboxes and velvet-lined boxes for smoking gadgets. But workingmen also found comfort and relaxation in their crude pipes.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

In those days, fine Virginia tobacco was precious in its actual value as well as in appreciation. Early vendors were mostly apothecaries. For a time it was customary to place the customer's silver shilling in one pan of the balance and weigh the shredded tobacco leaf in the other. The tobacco was exchanged for the silver, ounce for ounce. The finest leaf, prepared and cured and laid down on a London counter in those days brought the equivalent of $125 a pound. Even then, as we shall see, taxation had much to do with the price of tobacco.

Tobacco was, and is, the door of acquaintance and friendship. In 1805, when Lewis and Clark were preparing their great overland exploration in the Northwest Territories, they used tobacco to woo the Indians. They carried a large supply of crude, ropelike twists known as "carrotes." It proved a wise provision. Lewis and Clark greeted new tribes with gifts of tobacco, and frequently puffed the peace pipe with tribal chiefs.

Tobacco proved so popular with the red men, and the expedition gave away so much, that the explorers had no tobacco for themselves on much of the return trip.

In all parts of the world, missionaries and explorers found tobacco a valuable means of winning the help and good will of the natives.

Tobacco has often been the nearest approach to a common currency. Even today, natives in faraway lands, accept and recognize a twist of tobacco as acceptable payment for goods or services, while silver coins may be just curios. Warehouse receipts for stored tobacco leaf were by far the most stable and widely-accepted paper currency in Colonial days and later.

Even salaries of ministers and teachers were set in terms of pounds of tobacco leaf.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnfw0000

Patrick Henry first achieved local fame when he entered a furious debate over the payment of ministers in tobacco -- the famous "Parsons' Cause."

Tobacco also has a long and distinguished war record. George Washington first paid tribute to its morale-building properties when he wrote to Congress, saying "If you cannot send money, send tobacco (for my men)."

Generals Pershing and MacArthur later voiced similar sentiments. In 1917, Pershing said: "Tobacco is as necessary as food. We need a thousand pounds at once."

MacArthur once was asked what to do with a $10,000 fund contributed by employees of an aircraft factory. He said, "The entire amount should be used to purchase American cigarettes which, of all personal comforts, are the most difficult to obtain here."

During World War II, tiny waterproof packages of cigarettes bearing U.S. and Philippine flags and the MacArthur slogan "I Shall Return," were air-dropped to the discouraged, war-weary people under Japanese domination. They became the sign and the symbol of growing Allied military power, and an important morale-booster to the will of the Philippino people to resist their conquerors.

Every World War II veteran will vividly remember how liberated prisoners welcomed the gift of a single cigarette; how American cigarettes became the most-prized item of barter and trade in liberated areas. No other product, not even food, was more welcomed and appreciated.

The second fact that appreared early in the history of tobacco was this: Tobacco quickly became ~~the~~ a target ~~of reformers and kill-joys.~~ for criticism.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

The earliest opposition to widespread social use of tobacco came from doctors -- not because they considered tobacco harmful; quite the opposite. Many early physicians thought tobacco was the nearest thing to a cure-all; a plant of miraculous medicinal qualities. They didn't think it should be squandered by laymen as a daily pleasure.

Some physicians in the Elizabethan period prescribed heated tobacco leaves as a poultice for a long list of internal and external ailments. Bolder doctors administered tobacco internally, claiming victory over some most deadly and perplexing diseases. It was an era of heroic measures in medicine, of vast ignorance about the nature of diseases and drugs. Tobacco was just one of a long list of plants considered of medicinal value, but it was one of the most highly prized and praised.

Even ~~back~~ then, there ~~were "scare" stories against~~ was opposition to tobacco. A long list of ailments came to be laid at the door of smoking, snuffing or chewing tobacco.

~~A hundred years ago tobacco was blamed for baldness in men and unwanted hair on women~~. Insanity, sterility, and tuberculosis were ~~only~~ a few of the maladies blamed on tobacco. Years later, the real causes of all these ills were discovered.

Most of the charges seem absurd today, but the legend that tobacco might contribute to some of them, such as tuberculosis, stayed with us until early this century. Then the real cause, the bacillus tuberculosis, became known.

There were anti-tobacco groups through the twenties, thirties and forties, but they were relatively quiet until about 1953. Then they pounced on a well-publicized, ~~but unproved~~ new health charge. The attack stemmed largely from some statistical studies. Similar charges keep getting publicity, ~~but the proof is still lacking.~~

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

On the other hand, many leading scientists and researchers have found many faults in the statistics themselves, the methods used in obtaining them and the reasoning that led to the charges against smoking. Most especially they disagree with the claim that statistics can show that one thing causes the other.

The statistical studies have raised many questions which scientific researchers are investigating in the hunt for the causes of cancer. Recent findings have shown many things that could be factors in the development of cancer. These include viruses, environmental pollution, heredity, diet, previous infections, and the basic differences among people.

Millions of dollars are being spent annually in the search for truth in cancer causation. The tobacco industry itself has sponsored much of this research.

Since 1954, the Tobacco Industry Research Committee has awarded over four and one-half million dollars to support independent scientific studies into tobacco use and human health, including cancer. An independent Scientific Advisory Board of leading medical men and research scientists awards the funds. About 350 grants have gone to research workers in about 80 different medical schools, laboratories and hospitals across the nation. The results of this research are published freely and regularly in accepted scientific journals.

There seems to be ~~only~~ one basic point today on which ~~all~~ scientists agree: The basic cause of cancer, of any type, is not known.

How or why it starts, why it behaves as it does, and what can be done about it -- all these are unanswered questions.

And now, we come to the third fact that has endured since the beginning of the tobacco industry:

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Tobacco always has been an important source of government revenue. In more ways than one, tobacco users have done far more than their share in the fiscal support of government.

As an industry, tobacco pays heavy taxes, as does any business -- on property, income and operations.

Tobacco today provides a living to some three million persons living on farms in our many tobacco-growing states. Another three million persons engage in the manufacture, distribution and sale of the finished products. It is estimated that some 17 million Americans get all or some part of their livelihood from the tobacco business.

The 70 million users of tobacco products provide another large source of revenue -- for federal, state and sometimes municipal governments.

While a principal part of, say, gasoline taxes go to building highways for those who buy gasoline, the excise taxes on tobacco are used to defray all kinds of public expenses.

Only tobacco consumers pay it, but all taxpayers benefit, to the tune of around $3 billion per year.

On each package of cigarettes sold, the federal government gets 8 cents. Then there are state taxes in most states, averaging about 5 cents a pack. And many local communities have added their own special levies. For example: In New York City a state tax of five cents is added to each pack as well as a city tax of two cents. As a result, on a 28-cent pack of cigarettes, 15 cents goes for those three direct taxes -- about 55 percent of the retail price.

Astute government leaders recognize the tremendous revenue value of the trade and the absurdity of attacks on personal choice. They realize that excessive taxation could result actually in lower revenues. However in some places today, the actual taxes or those proposed for tobacco products come close to killing this friendly golden goose.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Some states that have raised tobacco taxes radically have experienced uncomfortable symptoms. Some consumers have shifted to tobacco types with a lower tax rate, and there have been instances of large-scale, out-of-state purchases for tax savings. This meant a loss of revenue to the high-tax states.

Tobacco continues to bear a heavy share of taxes. While we should always be willing to pay our fair share of the cost of government, we should likewise always oppose punitive and unfair taxation.

Now for the fourth fact that has characterized tobacco use from the start: It is the great commoner among all human social habits.

Tobacco is, and has been, popular with all people. In the days when the wealthy and the titled of Europe selected their pinch of snuff from a jeweled container, the workingman and the sailor found satisfaction in their smokes. Scholars and poets praised in lyric terms the inspiration, comfort and relaxation they found in their pipes. In the American backwoods the pioneer, afraid a glint of fire or a wisp of smoke might betray him to a hostile redskin, bit a chew from his homemade plug.

Today, various tobacco products continue to offer a choice to the user. Many people adapt it to their occupation or whim, and many enjoy several forms of tobacco.

The fisherman may take a dip of snuff or a chew while in the trout stream, smoke a cigar after a hearty dinner, start off the morning with an after-breakfast cigarette, and puff his pipe while tying a new trout fly.

Those who would do away with tobacco proclaim that it is not a necessity.

But just what is a necessity?

Is music a necessity? Is the theatre? Is sports? Is literature?

There are few of us who would like to live on just necessities.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

Great men in all fields, the creative arts in particular, and many outstanding men of science have paid glowing tribute to the pleasures of tobacco. And people throughout the world show their appreciation of this gift of nature -- they use more tobacco with each succeeding year.

Look back a hundred years or more and see what the enemies of tobacco were saying then:

It would "pauperize the world."

It "caused England to sink in the scale of nations."

It "rendered the old women of Ireland troublesome to the dispensary doctors."

We are struck by the absurdity of these claims, yet even today there are cries that smoking is the cause of this or that ailment.

We know however, that today's clamor against tobacco is just part of a procession that has wound through history for three and a half centuries.

Despite the outcries, official vital statistics present these facts and our own common sense supports them:

. The general health of our nation continues to improve.

. More people than ever before are living to a ripe old age -- and enjoying it.

. Death rates from all lung diseases combined have plummeted in this century.

. Total deaths from heart disease are going up, as people live longer. But the age-adjusted rate from heart disease, which takes into account the older age of the population, has been going down since the late 1920's.

These are not opinions -- these are facts.

And even the loudest outcries from the enemies of tobacco cannot change them.

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Source: https://www.industrydocuments.ucsf.edu/docs/qtfm0000

(This speech was originally delivered by Ned Johnston, executive assistant, The Tobacco Institute, Inc., at a women's meeting. However, it is just as suitable for a men's group. It may be used in full or adapted to suit your purposes.)

The Tobacco Story

~~Facts and Fancy About Tobacco~~

Tobacco has an entrancing history. It is as old as our country itself, and has been closely associated with our development as a nation.

Tobacco played an important role at one of the turning points in history.

John Rolfe, who later married Pocahontas, arrived in Jamestown at the end of a terrible winter known as the "starving time." The colony was just three years old, and the colonists were in despair, ready to return to England and abandon Jamestown.

Relief ships arrived and forestalled this, but even so the future of the colony was shaky.

John Rolfe planted a crop of tobacco from superior seed that he probably smuggled from the Spanish colonies in the West Indies. At that time, England and Spain were bitter enemies and the Spanish sought to maintain a monopoly in this superior grade of tobacco.

He harvested this crop in 1612, shipped it to England, and gave the colony an economic staple.

From this point, Jamestown was in an economic position to survive. It was the beginning of this nation's trade and commerce -- some 350 years ago.

In this way tobacco undoubtedly influenced the course of history. Without it, the development of the Jamestown colony might have failed and English settlement of the New World might have been delayed for years.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpmx0000

Even though women have become major users of tobacco only recently, they have long been an influence in its development, beginning with Pocahontas and her help in John Rolfe's successful efforts.

Queen Elizabeth I experimented with the various uses of tobacco. The ladies of her court practiced smoking. They probably followed the guidance of one of the instructors of the time, who called themselves Professors of Whiffing.

In a later era, snuff became the rage. A social ritual grew around the habit of delicately sniffing a small pinch of finely-powdered tobacco. Men gave out with a hearty sneeze, but the genteel procedure for women was to stifle the sneeze in a fine lace hanky.

The cigarette emerged in the 1880's, and an attractive widow, a Mrs. Leonard, electrified the business world by going to work as a travelling salesman for a tobacco company.

She was a real pioneer, for at that time cigarettes were regarded as a foreign curiosity, hardly a virile smoke for a he-man and certainly not a product a woman should be associated with.

But Mrs. Leonard was a huge success as a salesman -- or more accurately, a saleswoman.

In early colonial days, tobacco was often used as money, since the local currencies were unstable and undependable.

When a shipload of young women arrived in Jamestown in 1619, the cost of their passage was paid by their future husbands with 120 pounds of Virginia leaf.

Patrick Henry first achieved prominence as a defender of American rights in the celebrated case of "Parson's Cause," involving the payment of the clergy with tobacco.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpmx0000

General Washington, writing to the Continental Congress, said, "if you can't send money, send tobacco." Pershing and MacArthur paid tribute to the essential contribution of tobacco in war.

Our servicemen found that the American cigarette was a valued medium of exchange "from Paris to Peking."

Today tobacco is a major element in our economy. As a crop it is grown in 21 states, and is our fourth largest cash agricultural commodity. There are many facets to the tobacco economy other than growing the plant.

Three million Americans derive their income directly from tobacco. Another three million get all or part of their income from tobacco distribution or sale.

Several thousand businesses supply the industry with fertilizer, machinery, paper, transportation and other goods and services. Altogether, about 17 million Americans depend to some degree on the tobacco industry for their livelihood.

In 1960, gross sales of tobacco products totalled a little over $7 billion. But around $3 billion of that was collected in Federal, state, and local taxes -- that's three times what the farmer gets for his crop.

You ladies who are the shoppers will appreciate this: the Federal excise collections on cigarettes alone are greater than the combined receipts from automobiles, radios and televisions, refrigerators, luggage, sporting goods, jewelry, furs and cosmetics.

I mention this to give you an idea of tobacco's significance to our nation.

When tobacco was first discovered, it was, of course, a great novelty. Like any new commodity, it was at first treated as a fad, and many miraculous qualities were attributed to it.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

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Apothecaries and medical practitioners prescribed tobacco as a treatment for many of the ills prevalent at that time. In the disease-ridden world of those days, they seized upon anything new in the hope that it would have value.

There was no basis, of course, for using tobacco as a cure-all and the practice soon faded.

King James I became the first prominent anti-tobacco propagandist when he published a paper entitled "A Counterblaste to Tobacco" and slapped a 4000% tax on it. Although he hated tobacco, he cracked down on smugglers to make certain the crown received all the revenue possible from its sale.

As people are sometimes inclined to do, they paid no attention to the king, and continued to smoke -- because they enjoyed it.

However, the king started something that cropped up occasionally through the next three and one-half centuries.

At some time or other, tobacco has been blamed for practically everything that can go wrong with a human. ~~It would grow mustaches on women, and make men bald.~~ It would stunt growth; it would produce sterility; pregnant women who used tobacco would have babies that were blind or insane.

Not long ago, tuberculosis was blamed on smoking, until the true cause was discovered.

Today more people smoke than ever before. But our longevity, the stature of our children, and our general health is at an all-time high.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

I cannot presume to speak on the technical aspects of medicine and health. But I can pass along to you factual medical findings which bear on the most recent charge against tobacco -- that smoking, particularly cigarettes, is the cause of lung cancer.

Let us consider how this got started:

About seven years ago, several statisticians announced that there was a statistical relationship between the increase in smoking and the increase in lung cancer. About the same time, several research claimed they could induce skin cancer in mice by painting their skins with so-called tobacco "tars." These were concentrated smoke condensates, obtained artificially from smoking machines.

This is the basis for the stories linking smoking and lung cancer that you have read in the press from time to time in recent years. To date, there has been no clinical nor laboratory proof to sustain it.

We do have in our possession one indisputable fact, however. No one really knows how cancer starts.

All of us are prayerfully hopeful that the answer will soon be found.

Another truth we can all embrace is that the health of our people is overriding in importance. The tobacco industry is just as interested in matters of good health as any other conscientious business group.

Smoking is a matter of personal choice.

Some people just don't care for it. Whatever the reason for smoking or not smoking, it is a personal decision.

Today about 70 million Americans are regular smokers, despite the fact that some have said that cigarettes cause lung cancer.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

Why is this? Does it mean that our people are not concerned for their own health?

I think not. It undoubtedly means that common sense tells the 70 million smokers that a case against tobacco has not been made.

The same old statistical story has been polished up over and over again, and the American people, by and large, recognize this.

Negative news usually makes the front page, and the charges against tobacco have been given wide circulation.

The anti-tobacco people say: "Cigarettes cause lung cancer."

But a great body of reputable medical opinion says: "We do not know what causes lung cancer. Let us find out before we condemn tobacco or anything else."

Medical studies have demonstrated that there are many factors in our daily living that may be connected with cancer.

An editorial in the Journal of the American Medical Association a few years ago (November, 1959) commented as follows on the smoking charges:

> "Neither the proponents nor the opponents of the smoking theory have sufficient evidence to warrant the assumption of an all-or-none authoritative position."

Nor is the editor of the Journal of the American Medical Association alone in this thinking. In the April 1960 issue of Medical Times, the editor, Dr. Perrin H. Long, reviewed what he called "too many dogmatic statements" about smoking and lung cancer. He deplored the "tendency on the part of those who believe smoking, especially the use of cigarettes, is a direct factor in the causation of cancer of the lung, to gloss over or play down facts which don't agree with their opinions."

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Source: https://www.industrydocuments.ucsf.edu/docs/qpmm0000

Sir Ronald Fisher, Professor of Genetics at Cambridge University, suggests that singling out cigarettes as the cause of lung cancer may be a disservice to the public. He says this:

> "Before one interferes with the peace of mind and habits of others, it seems to me that the scientific evidence -- the exact weight of evidence free from emotion -- should be rather carefully examined. I may say I am not alone in this. I have been interested to note that leading statisticians in this country are exceedingly skeptical of the claims that decisive evidence has been obtained.
>
> "I have criticized the overconfidence shown on this subject. The worst effect of that overconfidence is that it seems to have held back the various teams of workers from following up other lines of inquiry which are much needed."

Dr. Joseph Berkson is Chief of Medical Statistics at the Mayo Clinic, Rochester, Minnesota. Listen to what he says:

> "Firm opinions have been published to the effect that on the basis of accumulated evidence, it is scientifically established beyond reasonable doubt, that smoking is an important cause of lung cancer. I am a member of a committee that has sponsored some of the most important of the published studies, and have felt the responsibility to make a fairly careful study of this evidence. My own conclusions are quite different."

He sums up with the flat statement: "It is unwarranted to conclude from present statistical studies that smoking does cause cancer."

Dr. William F. Rienhoff, Jr., Associate Professor of Surgery at Johns Hopkins, is probably as well qualified as anyone in the world to speak on lung cancer. Twenty-five years ago he performed the first successful operation for removal of a lung. Since then he has performed almost 800 lung cancer operations.

Dr. Rienhoff reviewed more than 500 of these cases and has written that "I have found no relation whatsoever to smoking."

He has also said, "I am concerned about attempts to frighten smokers, when there is no scientific data to uphold the cigarette theory."

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

As for cigarettes, Dr. Rienhoff says, "Cigarettes bring solace to many people and I see no reason to scare them to death."

Dr. Milton Rosenblatt, of the New York Medical College, points out another interesting factor:

> "As an active observer in the field of pulmonary diseases for more than 25 years, it is my belief that one of the most important factors in the increased prevalence of lung cancer is the greater awareness of the disease and the availability of diagnostic tools with which to confirm diagnosis.
>
> "In some areas of the globe, lung cancer is still considered a rarity. But in East Pakistan, the appointment of a physician trained in pulmonary diseases was followed by the disclosures of 20 proven cases of lung cancer in the period of 18 months. Absent was the exposure to cigarettes; 14 did not smoke; 4 smoked occasionally; and 2 were heavy smokers."

Dr. Frank Figge of the University of Maryland, whose research is sponsored by the American Cancer Society, says:

> "Too little is known about human susceptibility to cancer to advise persons to give up smoking."
>
> Dr. Ian MacDonald, University of Southern California:
>
> "I think that in the preoccupation with a supposed cause and effect relation of smoking and lung cancer, many have lost sight of the more important factors in the genesis of lung cancer -- environmental agents, chiefly air pollutants common in American and English cities....of every 100,000 men over 50 who smoke heavily, an overwhelming number do not develop lung cancer. My own belief is that lung cancer is due to a multiplicity of factors, the fundamental one being the patient's own capacity to develop it."

Here are some of the numerous factors linked with cancer by various researchers: Viruses, industrial air pollution, automobile exhausts, previous lung infections, diet, major emotional shocks, burning leaves and garden rubbish, caffeine, and a substance in the starch found in potatoes, bread, pastry and similar foods -- just to name a few.

Understand, these medical researchers do not say these cause cancer. They simply have found an association they think should be studied further.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpmk0000

Let us consider the story of the mice and rats who smoke.

Very little attention has been given to experiments in which such laboratory animals have been inhaling cigarette smoke for long periods -- sometimes years -- without any lung cancer resulting.

The British Empire Cancer Campaign -- the counterpart of our American Cancer Society -- reported in 1959 "a strikingly negative result" after trying for five years to induce lung cancer in rats by forcing them to inhale tremendous concentrations of tobacco smoke. The only rat showing lung cancer was a control -- that is, one not exposed to the smoke.

Dr. Harold Stewart, chief pathologist at the U.S. government's National Cancer Institute, once testified on this subject.

Dr. Stewart said: "I did an experiment a number of years ago in which mice were exposed to cigarette smoke in a chamber for many months, and, as a matter of fact, the experimental animals had less lung cancer than the control animals, so you can understand my natural reluctance to accept the statement of many of my colleagues that cigarette smoking is the cause of lung cancer in human beings."

While we are talking about animals, I might mention the case of the cancerous ducks.

The Pennsylvania Health Department compiled the results of a 50-year study of animal deaths in the Philadelphia Zoo. It was found that lung cancer was increasing in ducks with high frequency. This prompted speculation about the growing amounts of cancer-producing chemicals in the air.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmk0000

One thing we know -- the ducks had never smoked cigarettes.

Let me cite several more studies:

The British Medical Journal reported on a study in South Africa. The native-born whites in South Africa have long been the heaviest smokers in the world. Yet the incidence of lung cancer among them was relatively low, compared to immigrants.

In recent years, coincident with the increase in British immigrants, particularly from the city areas of Great Britain, the lung cancer rate in South Africa has risen. Among these immigrants, lung cancer is much more common than among the native-born white men or male immigrants from other countries.

The same basic facts were found in a separate study of immigrants to New Zealand. And a study of immigrants to the U.S. confirmed the studies in South Africa and New Zealand.

You probably know from reading the papers that viruses are considered the hottest subject in cancer research today, including lung cancer.

A group of Los Angeles scientists produced what seemed to be human-type lung cancers in mice by treating the mice with viruses and artificial smog.

A similar project on the East Coast resulted in cancer in mice treated with viruses and cancer-causing chemicals.

In both cases, the scientists were not able to produce cancer without the virus.

Other scientific studies have shown that lung cancers often arise in old tuberculosis scars, and scars from other infections. This is significant because while lung cancer deaths have been rising in number, tuberculosis deaths have been declining just as rapidly. One disease has, in effect, begun to show up while the other is rapidly disappearing.

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Source: https://www.industrydocuments.ucsf.edu/docs/qhmw0000

These are just a few of the findings and questions in cancer research today. I have quoted verbatim from some of these reports.

The variety of studies being carried on are almost endless. It calls for painstaking, methodical research.

Some day, pieces of information here and there will fall into place and we will have the solution. This is the way the fight against disease is always won.

When the health charge was first made against smoking, the tobacco industry immediately took positive steps.

The Tobacco Industry Research Committee was organized, supported by tobacco growers, warehousemen and manufacturers. To date, they have made available more than $4.6 million for research grants.

These funds are administered by an advisory committee of distinguished scientific men, affiliated with leading research and medical institutions. The Scientific Director is Dr. Clarence Cook Little, a noted cancer researcher, who is Director Emeritus of the Jackson Memorial Laboratory, Bar Harbor, Maine.

There are no strings attached to these grants. Recipients have complete scientific freedom in conducting their research studies. They are encouraged to publish their findings in scientific or medical journals. So far about 350 grants have been made to scientists in about 80 institutions. More than 200 research papers have been published as a result.

I have tried to give you a perspective of this very crucial question. As you can see, the answers are not simple. Medical authorities are not in agreement, but there is a satisfaction in knowing that hundreds of dedicated people are seeking the solution.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Not too long ago, malaria was supposed to be caused by breathing "bad air" near swamps; pellagra was said to be caused by eating corn; and typhoid fever, widely known as the "summer complaint," was supposedly brought on by extremely hot weather. Today, we know none of this is so.

We have all heard of cruel deceptions practiced by some in offering alleged cancer "cures." Fair-minded scientific men say we should be just as cautious about jumping to hasty conclusions about cancer causes.

Tobacco has lived through a series of attacks over the years, some of them very intolerant. But people continue to use tobacco as a mellowing, relaxing influence in this day of quick-paced living.

Most people believe that tobacco is a boon, not a bane, although some have accused it of bringing pleasure.

Some people in legislative, medical and educational circles are too impatient, too unwilling to wait until the evidence is in.

I am confident that you will not permit yourselves to be stampeded into hasty conclusions.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

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Industry Organizations

Source: https://www.industrydocuments.ucsf.edu/docs/qnhx0000

Industry Organizations

THE TOBACCO INSTITUTE, INC.

Made up of manufacturers of cigarettes, cigars, smoking tobacco, chewing tobacco and snuff. Central point for information relating to tobacco and the problems of the tobacco economy generally.

Officers: George V. Allen, President and Executive Director
Edward F. Ragland, Vice President and Secretary
Ned Johnston, Executive Assistant

Address: 808 Seventeenth Street, N.W., Washington 6, D.C.

Telephone: Sterling 3-2130

TOBACCO INDUSTRY RESEARCH COMMITTEE

Made up of representatives of manufacturers, warehousemen and growers associations.

Officers: Timothy V. Hartnett, Chairman
W. T. Hoyt, Executive Director

Scientific Staff: Clarence Cook Little, Sc.D., LL.D., Litt.D., Scientific Director
Robert C. Hockett, Ph.D., Associate Scientific Director
J. Morrison Brady, M.D., Associate Scientific Director

TIRC since 1954 has supported independent scientific research into many aspects of tobacco and health. Research grants are awarded by the Scientific Advisory Board.

Address: 150 East Forty-second Street, New York 17, N.Y.

Telephone: Oxford 7-9790

TOBACCO GROWERS' INFORMATION COMMITTEE, INC.

Includes tobacco growers, warehousemen and officials of agricultural organizations from major tobacco-growing states. Distributes information on tobacco and coordinates efforts of growers and other organizations on matters affecting the tobacco economy.

William H. W. Anderson, Secretary-Treasurer
P. O. Box 2933
Winston-Salem, North Carolina
Park 2-8005

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TOBACCO TAX COUNCIL

Compiles information relating to tobacco taxes at all levels -- state, local and national. Observes and reports contemplated and actual changes in such taxes. Publishes an annual report giving broad and detailed information regarding tobacco tax developments.

William O'Flaherty, Executive Director
5407 Patterson Avenue
Richmond 26, Virginia

TOBACCO MERCHANTS ASSOCIATION

Serves growers, warehousemen, manufacturers, jobbers and retailers with information on tobacco markets, legislation, internal revenue rules, etc.

Marvin K. Bloom, Executive Director
290 Madison Avenue
New York 17, N.Y.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Groups Concerned with Tobacco and Health

The following organizations have campaigned against tobacco use:

1. AMERICAN CANCER SOCIETY: This is a well-organized and influential national organization with good-sized medical and lay staffs at the national, regional and local levels. ACS depends on local volunteers for its fund-raising and is making increasing efforts to draw these volunteers into its work. County and local groups often have paid executives who guide the volunteer work. They are supplied with materials by national headquarters and encouraged and aided in local activities. The ACS budget runs $30-$35 million annually, derived from public donations. Spends about 30% on cancer research and the rest for administrative costs, staff salaries, and on educational and promotional efforts and patient services. In many localitites the ACS is involved in conflicts with United Fund and similar joint fund-raising groups. Some chapters have pulled out of the national organization because of this.

The national ACS Board of Directors and staff are committed to a campaign against tobacco use, especially cigarette smoking. The major statistical study (Hammond-Horn) that has been interpreted to link smoking with various ills was initiated and supported by the ACS.

The ACS has issued numerous publicity releases on tobacco, many of them timed to coincide with its fund-raising campaigns. Publicity relating to tobacco is also issued in local communities.

An ACS color filmstrip, "To Smoke Or Not To Smoke," is intended chiefly for use in the schools, but is also shown to various adult groups. Physicians are urged to show the filmstrip to lay audiences. The filmstrip also results in considerable local publicity, and in speaking dates for ACS officials. The filmstrip package includes a lecture for use by teachers, and pamphlets and posters. Both the filmstrip and the literature repeat the unproved health charges against cigarette smoking.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0000

The local or "grass-roots" ACS chapters are urged to help spread this anti-tobacco material and use it in their publicity. Other measures being advocated or carried on include restrictive legislation, state and local; abolition of the tobacco farm price supports, and anti-smoking campaigns both local and nationwide among both the public and in the medical profession.

2. NATIONAL TUBERCULOSIS ASSOCIATION: This group entered the anti-tobacco field in 1960. National headquarters in New York City, with some 1,450 local chapters, affiliated with the national organization, scattered throughout the states. The national office has urged local groups to cooperate with local Cancer Societies in anti-smoking efforts.

The NTA position against tobacco appears to have been carefully coordinated with the American Cancer Society staff, and many ACS materials are being used.

3. THE AMERICAN TEMPERANCE SOCIETY: This group advocates total abstinence, not temperance, in the use of alcohol and tobacco. Controlled and supported by the Seventh Day Adventist Church, ATS has supported two anti-tobacco movies, "One in 20 Thousand" and "Cancer by the Carton". ATS works through civic groups, schools, and its local meetings.

4. NON-SMOKERS' SOCIETY OF AMERICA, INC.: An organization of unknown size established, guided and promoted by Isroy (Roy) M. Norr, of New York City, a retired public relations man. Norr has been a leader in writing against tobacco and in organizing other anti-tobacco publicity efforts. Norr authored ~~a sensation-seeking~~ an article "Cancer by the Carton," which appeared in THE READER'S DIGEST, and publishes an anti-smoking publication.

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5. WOMEN'S CHRISTIAN TEMPERANCE UNION: Like ATS an abstinence, not temperance, group. While alcohol is its prime target, tobacco is now getting renewed attention.

The following organizations are interested in the tobacco and health situation:

1. AMERICAN HEART ASSOCIATION: National in scope, dependent largely upon public donations for its operating funds. NHA claims 55 affiliate groups with a total of 296 chapters and some 3,000 local committees.

The Cancer Society for some years has urged the Heart group to take an anti-smoking stand. In 1956, the AHA issued a statement saying, in effect, that tobacco was not shown to be a cause of heart ailments.

In June, 1960, the AHA board of governors approved a new statement calling attention to an apparent statistical association between certain coronary diseases and cigarette smoking. The statement said no clinical proof exists on causation but added that heavy cigarette smoking "may aggravate" a tendency toward one or more of the coronary afflictions. Again AHA called for additional research into the question of tobacco use and heart disease. No active campaign against tobacco use is presently being undertaken.

2. NATIONAL INSTITUTES OF HEALTH: This governmental agency operates under the Department of Health, Education and Welfare. Includes several divisions, such as National Cancer Institute and National Heart Institute.

Among other activities, NIH provides some material for use at medical and public health meetings. One item is an exhibit, described in the June, 1960, issue of Public Health Reports. The exhibit repeats the statistical charges against cigarette smoking and follows the line laid down by the then

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Surgeon General in an article in the Journal of the American Medical Association of November 26, 1959, in which he placed himself in an anti-cigarette position. Some speakers from NIH attack tobacco, but many of the research scientists in the Cancer and Heart Institutes do not support the anti-smoking position.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpmm0000

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Legislative Proposals

Summary of State ~~Legislation~~

1961

CALIFORNIA: (Rep. Lowrey)
Would make it unlawful to sell cigarettes containing any additive other than natural tobacco.
No action taken.

ILLINOIS: (Reps. Fary and Vitek)
Joint resolution providing for study of harmful effects on minors of tobacco and alcohol advertising.
No action taken.

MASSACHUSETTS: (Rep. Scibelli)
Provided for regulation of chemical substances used in manufacture of homogenized tobacco leaf.
Passed House.
Killed in Senate.

OHIO: (Rep. Horvath)
Would require cigarette packages to be labeled "Poison."
No action taken.

1960

MASSACHUSETTS: Nearly identical bills introduced by Reps. Glaser (H191) and Matera (H1699) call for labeling of cigarette packages as to content of nicotinic acid. Matera measure also provided for warning that use of contents may induce lung cancer. Both assigned to committee on Public Health.
No action taken.

NEW YORK: H-2965 -- by Rep. Sidney Asch (D-Bronx). Provided skull-and-crossbones label, also warning of lung cancer risk to be printed on all cigarette packages sold in New York State after January 2, 1961. Committee on Codes.
Bill died in committee.

MARYLAND: S-62. Introduced by Sen. Lewis Phipps (D-Ann Arundel County). Would require labeling of cigarette packages as to ingredients...but not designating quantity or proportion. Rules Committee.
No action taken.

MICHIGAN: H340 (Novak), Prohibit portraying or promoting use of cigarettes on TV or radio. Judiciary Committee.
No action taken.

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

1959

SOUTH DAKOTA: (Senator Don Stransky)
Skull and crossbones bill introduced in Senate in early January; also required notification warning that cigarettes might cause cancer and heart disease.
Passed Senate January 27.
Defeated in House January 31.

UTAH: (Rep. Peterson)
Bill introduced February 4 requiring skull and crossbones label on cigarettes and notation, "contents of this package contain poisonous ingredients."
Bill tabled by House March 5.

NEW YORK: (Rep. Kottler)
Bill introduced requiring cigarettes to carry warning that lung cancer occurs more frequently among excessive smokers than among more moderate or non-smokers.
Bill killed in House March 26.

MASSACHUSETTS: Two bills introduced in House. One (Rep. Glaser) required labeling of grade and type of tobacco on all tobacco products as well as nicotine and tar content. Second (Rep. Matera) bill provided for labeling on cigarettes of nicotine and tar content and warning that product may induce lung cancer.
Both bills killed March 31.

MISSOURI: (Reps. Lavin, Kostron, Raiffie)
Bill introduced requiring cigars and cigarettes to carry label "constant and excessive smoking may cause lung cancer."
Bill killed in House Public Health Committee March 31.

ILLINOIS: (Reps. Dolezal and Coutrakon)
Bill introduced requiring cigarettes to be labeled as to grade or quality of tobacco in each cigarette, nicotine and tar content of each cigarette, every other substance or material used in processing the tobacco and every other substance or material contained in each cigarette, including the composition of the cigarette paper.
Bill defeated in the Judiciary Committee of the House by 14-12 vote.
A second bill (Rep. McCormick)
Identical to above except omitted nicotine and tar content provision. Reported by Agriculture Committee 14-13. Reached third reading on calendar but then stricken from calendar.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmmx0000

OHIO: House Resolution provided for investigation by state Public Health Director of reports relative to deaths from cancer among cigarette smokers. It would not have the force of law, since it was a simple House Resolution, which would not be considered by Senate.

No action taken.

PENNSYLVANIA: A bill introduced by Senators Flack, Murray and Kopriver on September 1, 1959, provided labeling of all tobacco products. Includes requirement that package must note deviation in normal skin temperature, blood pressure, and subcutaneous temperature resulting from smoking product. This language same as bill introduced in Congress by Senator Langer of North Dakota.

Bill introduced late in session and no action taken.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnmx0000

State Legislature Sessions

Annual

Alaska - Jan. - 60 days
Arizona - Jan. - 60 days
Colorado - Jan. - Unlimited
Georgia - Jan. - 40 days
Kansas - Jan. - Unlimited
Louisiana - May - 60 days even years,
30 days odd years
Massachusetts - Jan. - Unlimited
Michigan - Jan. - Unlimited
Nevada - Jan. - Unlimited
New Jersey - Jan. - Unlimited
New York - Jan. - Unlimited
Rhode Island - Jan. - Unlimited
South Carolina - Jan. - Unlimited
West Virginia - Jan. - 60 days

Even Years

California (Budgetary Session) - Feb.
Kentucky - Jan.
Mississippi - Jan.
Virginia - Jan. - 60 days
Hawaii - (Budgetary Session) - Feb.

Odd Years

Alabama - May - 60 days
Arkansas - Jan. - 60 days
California (General Session) -
Jan. - 120 days
Connecticut - Jan. - Until early June
Delaware - Jan. - Unlimited
Florida - April - 60 days
Idaho - Jan. - Usually until July 31
Illinois - Jan. - Unlimited
Indiana - Jan. - 60 days
Iowa - Jan. - Unlimited
Maine - Jan. - Unlimited
Maryland - Jan. - 90 days
Minnesota - Jan. - 90 days
Missouri - Jan. - Until May 31
Montana - Jan. - 60 days
Nebraska - Jan. - Unlimited
New Hampshire - Jan. - Unlimited
New Mexico - Jan. - 60 days
North Carolina - Feb. - Unlimited
North Dakota - Jan. - 60 days
Ohio - Jan. - Unlimited
Oklahoma - Jan. - Unlimited
Oregon - Jan. - Unlimited
Pennsylvania - Jan. - Unlimited
South Dakota - Jan. - 60 days
Tennessee - Jan. - 75 days
Texas - Jan. - Unlimited
Utah - Jan. - 60 days
Vermont - Jan. - Unlimited
Washington - Jan. - 60 days
Wisconsin - Jan. - Unlimited
Wyoming - Jan. - 40 days
Hawaii - Feb. - 60 days odd years
(General Session)

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Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Source: https://www.industrydocuments.ucsf.edu/docs/qmmx0000

Key Facts About Tobacco
(1960 Figures)

In 1960 more than 70 million Americans (including overseas armed forces) purchased:

About 484 billion cigarettes (96% of total production)

Over 7 billion cigars

More than 73 million pounds of smoking tobacco

About 65 million pounds of chewing tobacco

Nearly 35 million pounds of snuff

These purchases were made through 1.5 million retail outlets supplied by 7,000 jobbers.

Total yield of tobacco farms was about 2 billion pounds.

Crop value of tobacco produced in the continental United States was approximately $1,115,000,000.

495 million pounds (export weight) of leaf, valued at $378 million, and over 20 billion cigarettes were exported.

More than 1.5 million businesses share in the tobacco trade as suppliers of construction, equipment, transportation, materials and services.

There are over 700 tobacco products factories operating in 32 states, and about 2,400 dealers in leaf tobacco, warehousemen, and processing plant operators.

The full labor force engaged in producing, marketing, processing, storing and manufacturing tobacco is well over 3 million. At least an equal number derive an income through distribution and retail sales of tobacco products. Overall, it's estimated that some 17 million Americans depend on tobacco for all or some part of their livelihood.

Total expenditures by consumers for tobacco products came to more than $7.5 billion.

Federal, state and municipal excise taxes on tobacco in 1960 yielded about $3 billion. This does not include income taxes and other taxes paid by businesses and the farmers.

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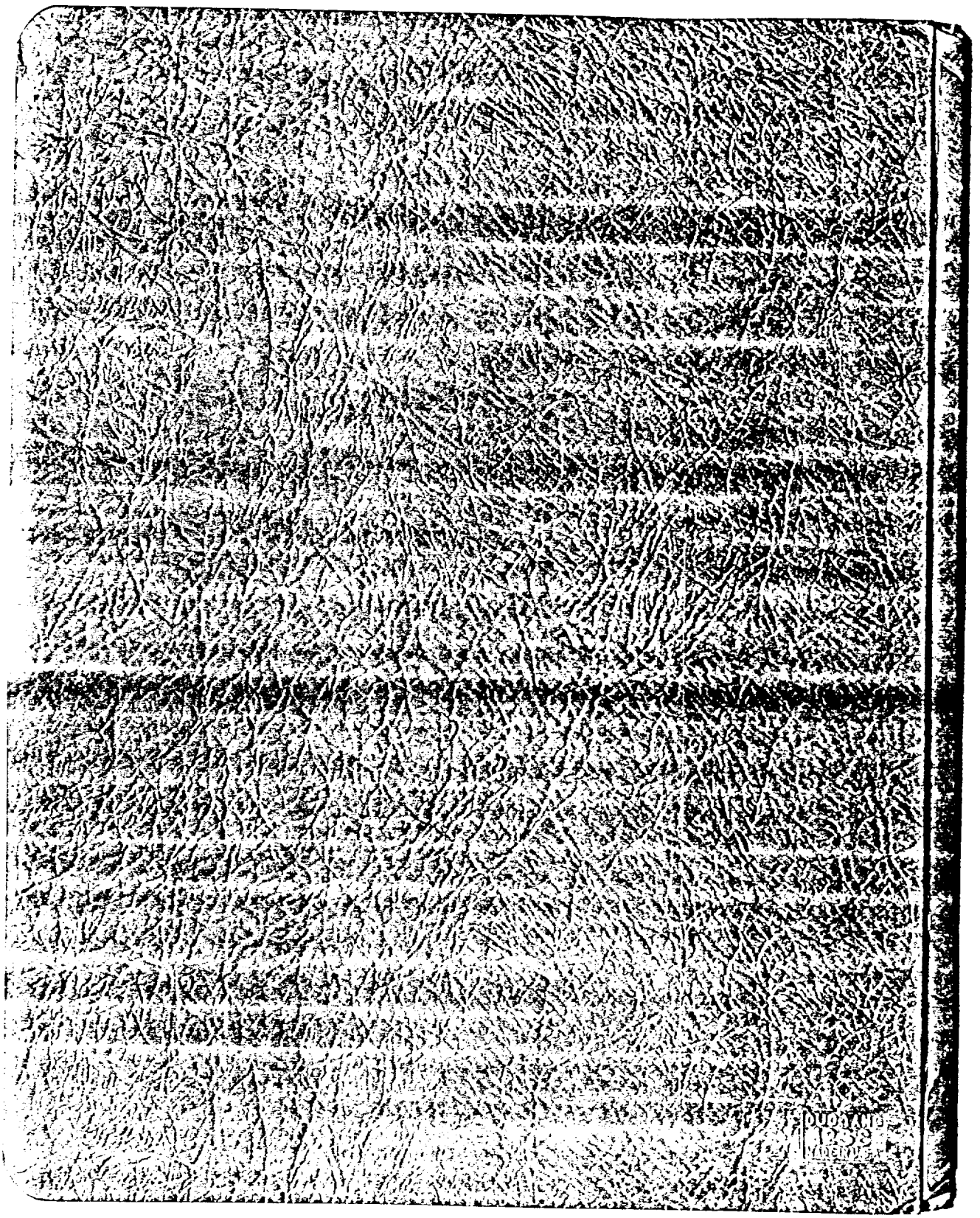
Source: https://www.industrydocuments.ucsf.edu/docs/qpmk0000



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